

73rd Year

Formerly
The Spice Mill

July, 1950

Coffee and Tea

Industries
and the flavor field

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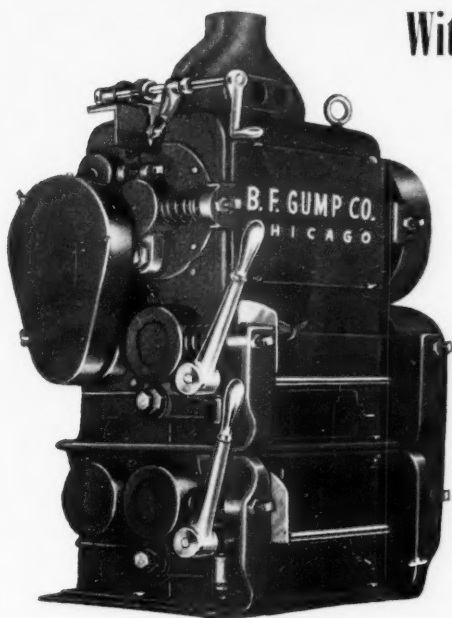
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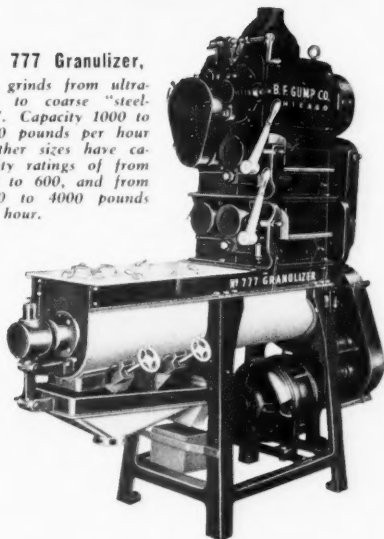
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Regional Roaster relies on this new
BURNS "economy" plant
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 Easton, Pa.

sets up its own processing plant to supply Thermal-roasted coffee to consumers on Hellick-established "wagon routes." The plant equipment consists essentially of a Burns No. 23 Thermal Batch Roaster (500-lb. capacity), Stirflex Cooler, self-regulated Stoner, 8-Roll Granulator and Green Coffee Cleaner. A modern Burns Conveyor-Storage-Distributor system also is employed.

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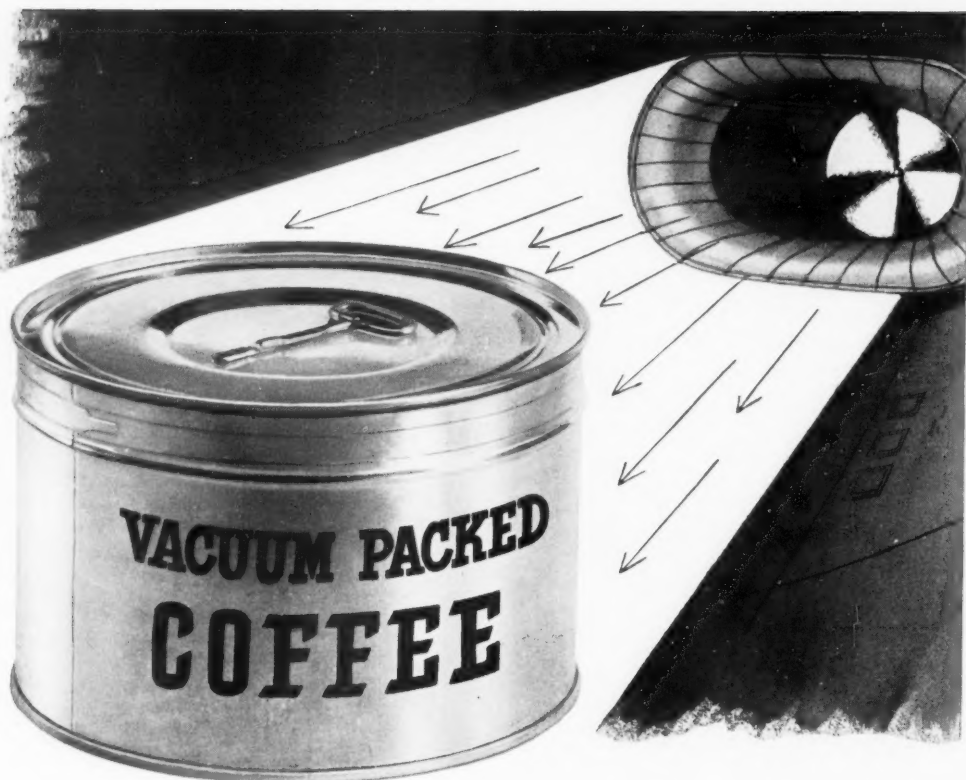
NOTE:—Burns "packaged" coffee-roasting plants—capacities 10,000 to 60,000 lbs., roasted weight, per 8-hr. day—all are engineered for maximum overall economy in investment and operation, while maintaining highest quality standards. Write for descriptive bulletins.

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NCA

JULY, 1950

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By the

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A background image of coffee beans, with a white rectangular box tilted diagonally across the center containing the text "HAITI COFFEE".

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- Cultivation in High Altitudes
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Plus: Expert Care in Final Removal of Defects

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THEY ARE SWEET

and they will bring down
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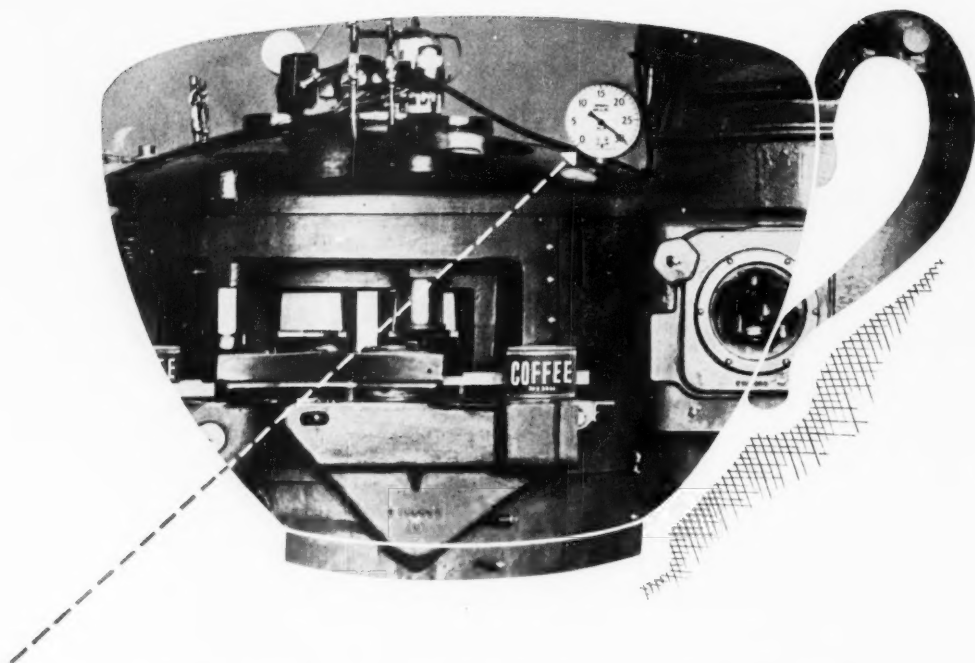
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is inspected by*

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2—BAG CLOSERS

Just issued is a new brochure which gives complete information about Union Special equipment for filling closed bags. Data is included on sewing heads, columns, tables, conveyors and accessories. A packet, knowing his daily capacity, bag sizes, weights and type of closure required can quickly locate in handy charts the exact equipment to fit his particular needs. Union Special Machine Co., 490 North Franklin Street, Chicago 10, Ill.

3—MODERN FILLING MACHINES

This illustrated, four-page folder describes various kinds of filling machines developed for today's packaging requirements. Among the machines are universal fillers, automatic auger feeds, automatic duplex units, automatic tight wrappers and others. Stokes and Smith Co., 4900 Summerdale Ave., Philadelphia 24.

4—COFFEE, COCOA AND PEANUT MACHINERY

Pamphlets and circulars describing the low temperature process of roasting coffee which has been extended to continuous roasting machines for peanuts and cocoa beans; also circulars on machines for cleaning these commodities. A new brochure covers the "Thermal" process of roasting. Booklet on Granulators also available. Jabez Burns & Sons, Inc., 11th Ave. and 43rd St., New York 18, N. Y.

5—SHIPPING CASE HANDBOOK

Every user of corrugated or solid fibre-board boxes will want this handbook, prepared by the Fibre Box Association. Included are specifications, carrier rules—railroad, railway express, motor carrier, air cargo, parcel post—and other data. Copies are being made available without charge by the Robert Gair Company, Inc., 155 East 44th Street, New York 17, N. Y.

6—COFFEE MILL

A booklet describes a new type roller mill said to grind coffee in such a gentle manner that no heating of the coffee occurs to affect quality or flavor. Moore Dry Dock Co., Industrial Machinery Division, Foot of Adeline St., Oakland 4, Cal.

SPICE MILL PUBLISHING CO.

106 Water St., New York 5, N. Y.

Please send me the booklets whose numbers I have checked.

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JULY, 1950

73rd Year

Formerly THE SPICE MILL

Vol. 73, No. 7

Coffee and Tea Industries

and the flavor field

JULY 1950

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73rd Year

T. M. Reg.

Pioneer Publication in Coffee, Tea, Spice, Flavor

PCCA draws lessons from crisis

Pebble Beach convention reviews price rise and aftermath, sees need for aggressive industry promotion, elects Beardsley as new president

By MARK M. HALL, *Coffee and Tea Industries (The Spice Mill)*
San Francisco Representative

The coffee industry is fighting a rearguard action to disassociate itself from responsibility for the drastic price increases.

This point was stressed at the 1950 convention of the Pacific Coast Coffee Association by James A. De Armond, a PCCA member and president of the National Coffee Association. The trade looks forward to the future with confidence, but we must not be caught off our guard again, Mr. De Armond warned the conclave, which was held at Del Monte Lodge, Pebble Beach, California.

Retiring president W. A. Ehrhardt, of the Alexander Balart Co., opened the convention with a review of the coffee trade during the period of his term in office. He said that the association had injected itself into the recent labor dispute, had worked for a more equitable application of freight rates, had urged restoration of coffee standards. He emphasized that high prices would kill the goose that laid the golden egg, that there was danger of pricing ourselves out of the market, and that a great threat exists in the tendency to dilute the beverage. Mr. Ehrhardt complimented the secretary-treasurer, Mrs. Florence Urband Fossum, for her good work for the association.

Ovation for De Armond

When called upon by Mr. Ehrhardt, Mr. De Armond was given a great ovation. Referring jocularly to his election as president of NCA, he said that when it was rumored that he was slated for the position it had the effect of doubling the price of coffee. More seriously he added that coffee men must face the situation. "If we are alarmed," he declared, "we have a better chance to survive. Last fall we were caught off our guard, and are now fighting a rear guard action to disassociate the coffee trade from the responsibility for increases in prices."

Paul C. Daniels, U.S. ambassador to the Organization of American States, outlined what this country is doing to cement strong bonds among the American republics through the Inter-American Treaty of Reciprocal Assistance, which provides that aggression against any one

country will call for the support of all. Twenty-one American republics have signed the treaty. Already it has been invoked to settle trouble between Costa Rica, the Dominican Republic and Haiti. A treaty of friendship was signed between Costa Rica and Nicaragua, also settling a recent difficulty.

Problems of producers

Andres Uribe, U.S. representative of the National Federation of Coffee Growers of Colombia and member of the executive committee of the Pan-American Coffee Bureau, pleaded for understanding of the difficulties of the coffee producer in a world of rising prices and labor costs. He said it was their duty to supply coffee and it was the obligation of coffee roasters in this country to oppose adverse publicity and damaging advertising. To state in an advertisement that a certain brand would make more cups of coffee than others only tends to make the public dilute all brands, thereby decreasing the consumption of coffee generally.

On hand was a representative contingent of Latin American consul generals and one from India, A. K. Dar. They included Danilo Brugal, consul general, Dominican Republic; J. Fabrino, consul general, Brazil; Sebastian Ospina, consul general, Colombia; and Mario Hernandez, consul general, Costa Rica.

Danilo Brugal emphasized that the sudden rise in prices had worked hardships alike on producer and exporter, but that their country would survive the crisis. Mario Hernandez said he knew the coffee growers were willing to cooperate on a solution to present problems. His country used the dollars they received from coffee to buy American products and not to compete with them in the world markets.

George Gordon Paton had gone on record predicting a world coffee shortage, based on potential consumption for 1950. If the shortage does not appear, he indicated, it would be because high prices cut down the potential. This had been estimated for the year at 33,000,000 bags. Decreases in coffee consumption may cause it to fall short

Coffee leaders and visitors from producing countries at the PCCA convention. Left to right: Benjamin J. Older; A. C. Glover; Mario A. Hernandez, Costa Rica's consul general; J. Fabrino, Brazil's consul general; and Sebastian Ospina, Colombia's consul general.





Leo H. Baruh's camera catches West Coast coffee men relaxing at Del Monte Lodge, Pebble Beach, California. Left to right: W. E. Burch and W. J. Rowe. Sitting it out: Elwood W. Wright, PCCA President-elect John J. Beardsley, C. G. Eppinger and Weldon H. Emigh. That's R. R. Quinlan at the right, golf club in hand.

of that figure. High prices have had the effect of preventing an actual scarcity and making supplies adequate. Eventually coffee will seek its proper level, he added. High prices will stimulate production and bring about a better balance.

W. F. Williamson, executive vice president of NCA, declared that the coffee trade has to stay in business. It has its ups and downs, has had them in the past, and after a period of adjustment, profits would return. Coffee consumption is not increased by low prices primarily, he said, but by coffee promotion and quality.

Walter O. Granicher, of Leon Israel & Bros., Inc., reporting for the steamship committee, stated that efforts were being made to bring about equitable and non-discriminatory rates in shipments to the Pacific Coast. The assistance of Harold F. Gavigan was obtained in going to Washington, D.C., to confer with the Maritime Commission on charges of discrimination by the Aswestco Conference. On his recent trip to South America, Edward Bransten stopped off at Cristobal to protest vigorously to the secretary of the conference.

Regions report

Herbert O. Knecht, of H. O. Knecht & Co., Los Angeles, invited the association to hold its next annual convention in Southern California. K. D. Emmrich, of the Tucker-Emmrich Co., Portland, Oregon, was unable to be present, but L. H. Baruh, of Wadhams & Co., the same city, read his speech for him. It stressed the great growth of population in the Northwest, which had brought about a continuous increase in the coffee business for the region.

Royal A. Frew of the Wason Bros. Co., Seattle, regional vice president of the association, said they were making an attempt to do a real public relations job, and he believed they were making progress. They had furnished standards for the purchase of coffee by the state of Washington. They were also making progress in the struggle to keep the cost of roasting coffee under the selling price.

R. D. Powell, of E. A. Johnson & Co., informed the convention that the domestic traffic committee was seeking a decrease on out-bound traffic rates. E. L. Shaw, of Hills Bros. Coffee, Inc., suggested that NCA screen newspaper stories for distortion of facts. William V. Lynch, of W. R. Grace & Co., reporting for the Membership Committee, said that in losing one and gaining one the membership had remained at eighty.

In the elections, J. J. Beardsley, of the Otis McAllister Co., Ltd., was named president of PCCA for the coming year. He acknowledged the honor and took the occasion to thank his committee for the great help they had given him in preparing for the convention.

Elected with him were the following officers: E. F.

Hoelter, Hills Bros. Coffee, Inc., vice president; Earle Lingle, Lingle Bros., Los Angeles, regional vice president for Southern California; Rudy Boyd, Boyd Coffee Co., Portland, Oregon, regional vice president for Oregon; Robert Wood, Wood Coffee Co., Tacoma, Washington, regional vice president for Washington.

Directors, green coffee division are: Mr. Beardsley, chairman; John J. Roddy, E. A. Johnson & Co., William V. Lynch, W. R. Grace & Co.; Walter O. Granicher, Leon Israel & Bros., Inc.; Weldon H. Emigh, Weldon H. Emigh Co., Inc.; Herbert O. Knecht, H. O. Knecht & Co.; Charles Behre, Charles Behre Co.

Directors, roast division, are: Mr. Hoelter; Mr. Ehrhardt; Elwood W. Wright, Wellman, Peck & Co.; Peter Folger, J. A. Folger & Co.; Edward J. Malmgren, Geo. W. Caswell Co.; Lennes E. White, Huggins-Young Co.; K. D. Emmrich, Tucker-Emmrich Co.

The Calcutta Pool was all that J. Clarence Levy, of J. Aron & Co., Inc., had promised. Resplendent in a turban and sitting erect in the garb of an Indian potentate, Clarence was borne to the auction platform on a litter resting on the straining backs of two young and hefty green men, Norman Johnson, of E. A. Johnson & Co., and R. Richardson, of Ruffner, McDowell & Burch, Inc. To put the assemblage in the mood for the auction, Ed Johnson joined his brother, Norman, and Mr. Richardson in a song and dance act, burlesquing three beautiful girls with plunging necklines. The act all but rolled the assemblage into the aisles, with Ed. Johnson, Sr., suffering the most acutely.

Spirited bidding

Before calling for bids, Clarence squeezed in a loud-shirt contest which brought W. O. Nickelmann, of the S. F. Pellas Co., a \$10 prize. The auction got under way and the bidding became spirited. Mr. Ehrhardt, acting as auctioneer, worked Weldon Emigh up to a high of \$275, but later Weldon won \$399 on his team, salvaging a little profit. Jim De Armond auctioneered Ed Johnson, Sr., into bidding \$250 on a team in which John Roddy and Norman Johnson were playing. Previously, he had bid \$200 on a team in which he was a member. A little sentiment, perhaps, but playing his own was not a total loss for he later won \$324. Bill Hughes, of Haas Bros., and C. A. Reali, of the General Steamship Corp., held the winning numbers in the raffle and won \$525 each by just risking a dollar.

Golf on one of the world's most beautiful golf courses, skirting the sea at Pebble Beach, saw the following winners:

Low gross—Trevor Arkell, Nabob Foods, Ltd., Vancouver, B.C., 82; hole-in-one—William V. Lynch, six feet, three inches from the cup on the fifth hole; first low net—Jack

(Continued on page 37)

"We must woo—and win—public opinion"

By **JAMES A. De ARMOND**, President
National Coffee Association

(In this article are highlights from the hard-hitting talk by the NCA president at the 1950 convention of the Pacific Coast Coffee Association.—Ed.)

The plain fact is that, in political parlance, this is definitely the period of viewing with alarm rather than pointing with pride. It is my feeling, however, that if we are intelligent enough now to be as alarmed as the occasion warrants, we will have a much better chance at a later date of finding excuse for justifiable pride.

It is idle to deny that we as an industry were caught off base last September and that we were unprepared mentally for any such storm. Neither had we provided the association office with anything like adequate facilities for handling such a situation. Under the circumstances the best that could be done was something in the nature of a defensive rear-guard action which would at least leave us time to repair our forces and return to the fight. This was done with understanding and considerable skill.

The principal aim was to disassociate the trade as completely as possible from monetary interest in, or responsibility for, developments which no one, however skillful, could hope to make the public like. Every official state-

ment from the association's office had this one purpose in mind and our record will stand—and, as a matter of fact, has stood—the most searching investigation on this point.

It is true that in the first battle our voice wasn't a strong one and that at times we seemed to be completely drowned out. We were in there talking though, and effectively enough to know we have the power to win back ground lost in public esteem as soon as we develop the facilities.

It is to accomplish this that we have decided to greatly expand the responsibilities of the publications committee and the facilities of the association office in the public relations field so that we can take care of the immediate job and so that never again will we be caught unprepared. From the day it undertook the job, this committee has taken the kind of aggressive action to discover weaknesses and suggest practical remedies that must be the dream of every association president. Their work in telling the story of the industry to the public, done in close cooperation with the work of the Pan-American Coffee Bureau, will deserve and secure, I'm sure, not only your passive approval but your very active cooperation.

The Association will spearhead a well organized and effective approach to the consumer relations problem but we must not forget that in the great task of restoring the

(Continued on page 38)

Sidelights from the PCCA convention

By **ANDREW S. MOSELEY**, President
Breakfast Club Coffee, Inc.

On the way to Del Monte with the Los Angeles contingent aboard the Southern Pacific Daylight . . . Walter Chapman, Jack Dalton, Charlie Nonemacher, John Mack, Earl Lingle, Bernie Reagan, Duke Robira, Rube Aasland—and who had the new fangled water pistol? . . . Little four-handed games going on in the afternoon . . . Limousines from Salinas to Pebble Beach, and Bill Morton spotted on the links . . .

Monday, registration day, and association members and distinguished guests arriving . . . President Allen Ehrhardt . . . Renewing old acquaintances from the North, from the East and from the South. . . .

Tuesday and baseball day, and the roasters win again . . .

Gene Hood and dinner in the main dining room, and the excellent good spirit prevailing throughout . . . Tuesday night in the lounge and the Calcutta Pool Auction with Bob Richards, Norman Johnson and Ed Johnson, Jr., and their excellent skit in evening gowns. Was Ed, Sr., Proud! . . .

Harry Maxwell and John Roddy . . . The increasing number of young association members now coming into the limelight—the Ed Johnson boys, Earl Lingle, Bernie Reagan, Warren Emmerling, Roy Farmer, Jr., W. B. Rowe

and others . . . Jack Dalton, his winning low net, and Bob Quinlan and good sportmanship . . . Royal Frew at the piano . . . Bill Rowe and Mrs. Rowe . . . Al Vogler arriving a little late to the convention . . . Peter Folger and his pipe . . .

The Southland happy to see young Earl Lingle as executive vice president from their section and L. E. White on the board . . . My spies reporting to me that Andy Glover threw a breakfast for a few of the boys . . . Interesting chats with new and old friends, E. J. Malmgren and Ed Ramsey of the Geo. W. Caswell Co. . . . Jim and Jack Duff . . . Don Lent, of the Thomas Royal Company . . . Bill Lynch and his near hole in one . . . Splendid addresses by George Gordon Paton and Bill Williamson . . . Gordon again, and his thoughts on 1950 roastings. Woe is me! . . . The new president, John Beardsley . . . Harry Forsberg and Paul Ruffner, of Otis McAllister . . . Joe Hooper, Harold Gavigan, Jack Hornung . . . Lots of fun in Bill Morton's room on Wednesday afternoon—Lenny Koppel and his tobacco pouch, Bill Egle singing, everyone telling stories, Bill Close and Charlie Mack, what goings on! . . . Max Richter, Weldon Emigh . . . Jack Mooney, of Oakland . . . Vic Cain, of W. J. Morton, Inc. . . . Missing members from the Southland and really missed—Roy Farmer, Sr., Bill Allison, Ted Lingle, Bill Kunz, Earl Reagan, John Rowe . . .

Leo Baruh, Lou Raymer, from the Northwest, Bert Balart, from Glendale . . . Ed Lloyd . . . Bill Waldschmidt and George Thierbach in their annual gin rummy game . . . The amusing incident of two members returning to the lodge, but funnier than that is hearing Johnny tell

(Continued on page 37)



Andrew S. Moseley

Gillette agrees to "tone down" report

Senator Guy M. Gillette, Iowa, chairman of a five-man sub-committee of the Senate Agriculture and Forestry Committee, bowed last month before the storm aroused by his group's report on coffee price increases.

He agreed to revise and tone down the report, which included 19 recommendations ranging from suggestions for changes in the form of contracts used on the New York Coffee and Sugar Exchange to a proposal that a United States Department of Justice representative sit in on meetings of the Special Commission on Coffee of the Inter-American Economic and Social Council.

Other recommendations called for the Exchange to require 50 per cent margins, for coffee trading to be placed under the Commodity Exchange Act, for the attorney general of the U. S. to force the National Federation of Coffee Growers of Colombia and other foreign interests to dispose of any coffee holdings in this country, for profits of foreign interests on commodity exchanges to be taxed, and for the Bureau of the Census to make regular quarterly reports on green and roasted coffee stocks.

Senator Gillette's report also asked that the United States offer to assist Brazil and Colombia in adjusting their official exchange rates to the "realistic value of these moneys."

Moreover, coffee-producing countries were to be urged to establish reliable statistical organizations to provide accurate statistics. In two successive recommendations, the report asked that the United States offer technical assistance to friendly nations outside the Western Hemisphere to increase their coffee output, and that since a decline in consumption might bring a crash in coffee prices, this government should "scrutinize most carefully any additional loans" to Latin American countries.

Other recommendations

The report also proposed: that ECA make no further allocations for coffee purchases; that the National Defense establishment buy on a month-to-month basis for the next six to eight months; the American consumer follow the recommendations of the American Home Economics Association in preparing coffee; and that coffee roasters and retailers "abolish their percentage mark-up system on coffee and apply a rate of return on the unit pound basis in line with the unit per pound they received in the fore part of 1949."

Senator Gillette's proposals seriously threatened Latin American economy. 14 envoys from coffee-producing countries told Secretary of State Dean Acheson. Eleven ambassadors and three charge d'affaires called on Mr. Acheson in a body to ask assurance that there will be no adverse change in United States policy toward their countries.

A joint note to Mr. Acheson was signed by representatives of Brazil, Colombia, Costa Rica, Dominican Republic, Ecuador, El Salvador, Guatemala, Haiti, Honduras, Peru and Nicaragua. Envoys were on hand to present individual notes for Cuba, Mexico and Venezuela. The group was headed by Nicaraguan Ambassador Guillermo Sevilla Sacasa, dean of the Latin American diplomatic corps.

Five days later Edward G. Miller, Jr., assistant secretary of state for inter-American affairs, told the Senate's full Agriculture and Forestry Committee that its sub-committee's report threatened to upset good neighbor relations between the United States and other American republics.

Mr. Miller reported that in coffee-producing countries newspapers customarily friendly to the United States have been sharply critical on this issue, and many of the attacks have been extremely bitter.

He explained that the Department of State is "not trying in any way to shield any individual or group of individuals—in the United States or abroad—who may have taken unfair advantage of the tight situation which developed in the coffee market last fall." He added that, on the other hand, "the Department believes strongly no accusations of manipulation of markets or collusion between producing interests should be made unless and until there is clear evidence to substantiate such charges."

No price campaign

He questioned the propriety of the statement in the Gillette report that "it is likely" that DNC's decision to close out its coffee stocks in 1948 was "the prelude to a well-laid campaign by Brazil and Colombia to raise coffee prices." DNC had been trying to liquidate its surplus coffee stocks for many years, Mr. Miller pointed out, and it was logical to assume that eventually it would succeed.

Price supports for agricultural commodities, Mr. Miller stressed, is an accepted practice of many governments, including our own, and "cannot properly be regarded as market manipulation."

He said the recommendation that a Department of Justice representative attend meetings of the Coffee Commission had been taken by the members of the Commission as an affront to themselves and to their governments.

The two recommendations—on technical assistance on coffee production to countries outside the Western Hemisphere and on careful scrutiny of loans by the United States to Latin American nations, in view of the possibility of "a crash in coffee prices"—were contradictory, Mr. Miller indicated.

"If the price of coffee should fall to a level which might endanger the financial structure of the countries now producing coffee, it would *not* appear to be a promising field for

It's back to Boca for '50 NCA convention



The National Coffee Association is going back to the Boca Raton Club, Boca Raton, Florida, for the 1950 convention. Dates: December 4th through 7th. The hotel will take reservations for arrival December 1st at convention rates. Write E. A. Klugherz, Manager, Boca Raton Club, 445 Park Avenue, New York City 19.

development in other countries under the technical assistance program," he declared.

NCA President James A. De Armond, commenting on Senator Gillette's promise to delete portions of the report, pointed out that the original recommendations demonstrated clearly that the coffee trade of the United States was in no way responsible for the increase in coffee prices. "They simply resold coffee on the basis on which they were able to purchase it," he explained.

Mr. De Armond commended the State Department for its work with the Senate Agricultural Committee, which will result in reconsideration of certain objectionable portions of the report.

"It is the opinion of the coffee trade that the sub-committee inadvertently went beyond the scope of its authority in criticizing price practices which are common, well-established governmental procedures here," he declared.

He said he hoped the action would remove any resentment of the public toward a development in coffee due largely to natural causes and that it would erase the misunderstanding which has arisen with the coffee-producing countries. He also pointed out that demand for roasted coffee was steadily increasing in all parts of the country.

In its bulletin, NCA declared it suspected the Gillette recommendation that the United States assist Brazil and Colombia in adjusting their exchange rates would be considered by Latin-America the ultimate in impertinence. "Here the committee proposes, in effect, that the U. S. shall decide not only on a fair price for a country's principal product but also a fair price for her money," NCA commented.

Rapping as "spiteful" the recommendation that the Armed Forces purchase coffee on a month-to-month basis, NCA

ECA ignores Senator Gillette, authorizes coffee purchases

The Economic Cooperation Administration last month disregarded the advice of the Gillette committee and authorized \$400,000 to Greece for the purchase of Brazilian coffee.

The committee in its report had asked "that the ECA refuse to authorize any further allocation of dollars for the purchase of coffee."

ECA specified that the coffee shall be purchased in Brazil only and be restricted to green coffee grading Santos No. 5 or lower, with shipment to originate from Brazilian ports. Terminal contract day is August 31st with delivery required by September 30th.

said casual inquiry to the National Defense Establishment would have shown the committee that coffee was a major factor in Army morale in the last war. Also, that if the Army had only a month's supply, it would be entirely out of coffee the second any sort of trouble started. No evidence appears in the record that Army purchases have, in any way, affected the market or that they might, NCA emphasized.

The American Home Economics Association, NCA pointed out, doesn't claim to be an authority on coffee brewing recipes. They have said, however, that "strength with fine flavor cannot be obtained from violent brewing of skimpy amounts of coffee."

NCA said it doubted that any roasters have what could be called a percentage mark-up system. "We have a notion, too, that most roasters would be very happy to get the re-

(Continued on page 35)



Quality Shows Up In The Cup



CUP SELECTIONS

SPOT AND SHIPMENT

GREEN COFFEES

R. C. WILHELM & CO.
INCORPORATED

109 FRONT STREET, NEW YORK 5

New York coffee trade tees off . . .

at Shawnee . . .



Were you there? A group of weekenders at the Shawnee Inn, Shawnee-on-Delaware, Pennsylvania. That's the Inn—remember?—at the right.

Members of the New York coffee fraternity got a real chance in June to work kinks out of their golf swings and rough spots out of their renditions of "Sweet Adeline."

The month opened with a weekend at the Shawnee Inn, Shawnee-on-Delaware, Pennsylvania, sponsored by the New York City Green Coffee Association. About 140 coffee men and their wives gathered at the Pocono Mountains resort for activities ranging from golf to sightseeing.

Old man weather mixed his blessing for the weekenders, and smiled for the one-day outing at the Hackensack Golf Club, Oradell, N. J., held two weeks later. A somewhat astonishing 350 coffee men and friends from allied trades showed up at this event, sponsored by the green and roast trades.

Despite rain and clouds on Saturday, the Shawnee week-enders, possibly inspired by sunshine on Friday and Sunday, came away enthusiastic, so much so that a repeat next year is more than likely.

The week-end turned up some unsuspected local talent. High spots were the coffee parody on "Music! Music! Music!" by Henry M. Scheffer, of the De Hope Goldschmidt Corp., and the take-off on parts of "South Pacific."

One coffee man has suggested that the New Yorkers and the San Francisco Coffee Club's talent be turned loose for the enjoyment of the whole industry at the national convention in Boca Raton next December.

First prize in the kicker's handicap at Shawnee was captured by Robert F. Dennison, of the Brazilian Warrant Co., Inc. On his heels, competition was close and crowded. Tied for second prize were Richard A. Sutherland, of Leon Israel & Bros., Inc.; George F. Foley, of the Brazil/U. S.-Canada Freight Conference; Hamilton W. Nolan; and George B. Sasscen, of Ruffner, McDowell & Burch, Inc.

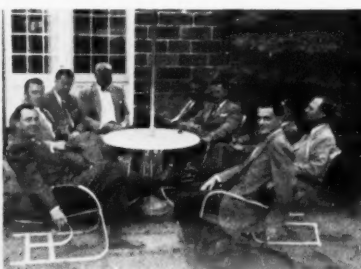
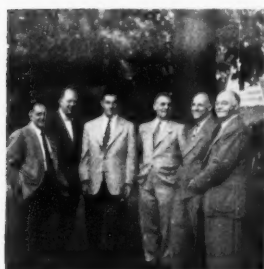
Mr. Nolan was a two-time winner. He also held the pay-off ticket in a raffle for a set of golf clubs.

About 35 ladies entered the distaff side's putting contest, which was played on an 18-hole putting course at the inn. The best score was chalked up by Mrs. E. J. Finnegan, who went around in 38. Mrs. J. F. Sullivan was next, with a 40, and three runners-up were tied for third place with 42's.

Heavy rains in the Poconos the week before had filled

(Continued on page 27)

. . . and at Oradell



Some of the record turn-out at the one-day outing at the Hackensack Golf Club, Oradell, N. J. At the left, still grinning at one they hadn't heard before, are (from left): Daniel Scheffler, Old Dutch Coffee Co.; M. Graham, Rivoli Trucking Corp.; H. Horwitz, Nathor Coffee Co.; Arthur T. Ostrander; Fred Kohn, Old Dutch; Walter Murray, Continental Can Co. Around the table are (from left): G. W. Gryson, American Can Co.; A. H. Carpenter, Jr., American Can; Ken Fischer, Greenwich Mills Co.; George M. Hart, Ernest

Nockler, Victor Hugo, all Eppens Smith Co., Inc.; Robert Dennison, Brazilian Warrant Co., Ltd.; Frank Hodson, president of Eppens Smith; and Charles Tosi, Pastene & Co., Inc. In the group at the right are (from left): Tony Buhlman, Torm Lines; Art Lemko, The Nestle Co., Inc.; Nelson B. Hendrickson, Walter K. Lederhaus & Co.; Sam Owen, Owen & Stephens; M. Paolino, Torm; Ed Walker, Byrne, Delay & Co.; Charles Leister, Nestle; Anson Sim, Hard & Rand, Inc.; and Charles Ney, W. R. Grace & Co.

Planning the premium offer

First of two articles on how to set up a premium promotion

By E. C. STARK, *Manager
Premium Division
The Moore Enameling & Manufacturing Co.*

If you have not had a great deal of experience with various premium promotions, much of the following information will be helpful.

Today, from the consumer's viewpoint, more and more products represent quite similar value and satisfaction. Because manufacturing know-how and production costs are becoming more equalized (not to mention shrinking markets) additional sales help is more essential.

If, in your case, you are fortunate enough not to find yourself in this position, good premiums can still be used for many purposes which we outline here.

Basically, two major decisions must be made by the premium user: 1. Selection of a satisfactory promotion plan; 2. Choice of the most satisfactory premium.

Some of the more prominent and effective plans are included here for your consideration. They are not complete in detail because the one that best fits your requirements will need refinement and possibly some alterations to fit your sales policy, pricing, distribution methods, products and objective.

With demand for sales stimulators in the form of premiums increasing daily, some buyers are finding it more difficult to choose the items that will best achieve maximum sales results. It is essential that you select premiums with universal appeal to homemakers, who constitute a high majority of those responding to premium offers. The housewife either makes or influences most purchases. She is also thrifty and alert to new values. Make it possible for her to use a satisfactory premium reminder in connection with your products and you have a valuable advantage over your competition.

The right premium can be profitably used for many purposes. Here are but a few

1. Increasing sales to new users of an established product.
2. Introducing a new product in a competitive market.
3. Reselling an established product to old users to strengthen brand loyalty weakened by competition.
4. Expanding an established product in a new field or territory or in new distributing channels.
5. Increasing the frequency or unit purchases by the consumer or the dealer.
6. Stimulating sales during off periods.
7. Avoiding price cuts to meet competition.
8. Pepping up salesmen by giving them a new selling tool.
9. Rewarding salesmen for extra effort or increased sales.
10. Stimulating sales of overstocks.



11. Moving merchandise outmoded by changes.
12. Rewarding the buyer for giving the salesman an audience or permitting a demonstration in the home.
13. Selling several different brands or products varying in popularity but made by one manufacturer.
14. Building more sales among a particular consumer group, either by occupation or by income.
15. Developing better dealer relations and cooperation.
16. Building more store traffic where the product is sold.
17. Opening new accounts or building a mail list.
18. Perking up sales during slow shopping hours or days.
19. Celebrating special events, such as openings or anniversaries.

20. Substituting for a trade-in allowance.

These considerations should receive attention before the plan is developed

What do you want to accomplish by using premium promotion? How can you best use premium? How much can you spend for promotion? What portion is to be used for various advertising media? What can you spend for premiums? What amount of return per unit sale can you divert, if any?

Price limitations

Now you are better able to decide on the price limitation for the premium itself, taking into consideration the price of your product and the economic status of the people you want to influence. With this information at hand, you are in a position to determine the premium plan that will meet your needs and accomplish your objective (self liquidating, combination, or give-away).

Your next step is to select the premium for sales testing as to acceptability of plan, item (and price, if any). After this groundwork is completed, formulate complete plans for the entire promotion, including the duration of the promotion and the presentation to salesmen or selling personnel to get their enthusiasm at as high a pitch as possible. Success or failure may depend on the people who must sell the promotion on down the line.

Packers offer towels, bowls, teapots

Reily: Wm. B. Reily & Co., Inc., New Orleans, consistent users of premiums, has offered a large bath towel in a choice of three colors for 29 cents and three coupons from the firm's Luzianne Coffee or Tea. Grocers give the customer the towel at the point of purchase.

Chase & Sanborn: Standard Brands, Inc., has merchandised its Chase & Sanborn Coffee in Los Angeles, San Francisco and Seattle with the offer of a cream and sugar bowl set for \$1.00 and evidence of purchase.

McCormick: To boost sales of its tea, McCormick & Co., Inc., Baltimore, offered a Bru-O-Later teapot for \$1.25 and a boxtop from one of the tea packages.

Premiums

trends . . . offers . . . products . . . news

The Clearcroup Corp., Minneapolis, national grocery store coupon redemption service, has named the Fred Gardner Co., Inc., New York City, as its advertising agency.

Offers

Lipton: Thomas J. Lipton, Inc., has boosted its tea with the offer of a kitchen knife set for 25 cents and one box-top from any size package of its tea.

The offer was promoted through ads in more than 70 newspaper magazine and comic sections and through radio spots on 200 stations.

Numerous sales helps were developed to aid distributors in tying-in with the offer.

Everfresh: Everfresh Coffee has been promoted with the offer of a Sierra Ware dish set for \$1.29 and the purchase of a pound of the coffee.

Tender Leaf: Sales of Tender Leaf Tea were stimulated recently by the offer of four tea spoons for 50 cents and a box-top from a package of the tea.

Folgers: Folger's Coffee was promoted with the offer of greeting cards for 25 cents and the winding strip from a can of the coffee.

Products

Picnic Aid: Picnickers who have had their outings spoiled by the inconvenience of carrying bulky, hard-to-handle, old-fashioned food containers will like the Buckeye Picnic Aid developed by the Buckeye Aluminum Co., Wooster, Ohio. The unit can carry an entire picnic, up to and including the paper plates, knives, forks and spoons. It is available in an attractive three-color re-shipping carton.

The picnic Aid has five brightly polished compartments, "tailor fitted" to be weatherproof and insect proof, with an easy-to-use top-to-bottom lock that insures one-piece carrying.

Refrigerator Pitcher: A new combination refrigerator-table pitcher has been designed and molded by Columbus Plastic Products, Inc., Columbus, Ohio. The Lustr Ware pitcher is compact, fits conveniently into crowded refrigerators, yet holds two full quarts—plus ice. Properly balanced to permit easy pouring to the last drop, it has an ice trap located well back from the pouring spout to eliminate spilling ice cubes. To prevent evaporation and keep foreign odors out, a unique swing-back cover fits over the entire opening, including the spout. The cover may be slipped off in a second, if desired. The large opening allows plenty of room for cleaning.

The Lustr Ware pitcher is molded of Styron, the plastic with a natural no-heat transfer quality that stops annoying sweat stains. Like other Lustr Ware products, it bears the Good Housekeeping guaranty seal. It will not warp under the hottest faucet water. Available in popular colors with matching tops and bottoms to con-

trast with bodies, it has a suggested retail price of 98 cents each.

Hopalong Cassidy Items: Hopalong Cassidy cameras and field glasses have been announced by the Galter Products Co., Chicago, Ill. The cameras, designed to retail to the juvenile market, are priced from \$1.98 to \$4.98. The "Hoppy" field glasses, priced at \$1.98, come with a shoulder strap and are rate 3.8 power. All "Hoppy" items are packaged in bright four-color cartons.

Juice Container: The Rogers Storage Juice, a 32 ounce container, designed to fit conveniently in the refrigerator, is a new product of the Rogers Plastic Corp., West Warren, Massachusetts.

While the container is especially adapted to fruit juices, it is capable of serving as a mixer for baby's formula.

The container is of polystyrene and has a lock cover of polyethylene. An easy pouring spout is another feature. Colors are frosted orange, frosted yellow, and frosted green.

Dryer-Hanger: A multi-use dryer-hanger is available from the Garden State Manufacturing Co., South Plainfield, N. J. The unit, which can be used in bathroom, the kitchen, the closet or the basement, has six drying rods and four hooks and can easily be attached wherever it will be most convenient.

Seeds: Seeds, we are reminded by the W. Atlee Burpee Co., Philadelphia,


are universally popular. Now is the time to plan for the use of seeds as a premium next spring. Burpee's will work out a seed premium to fit your needs. They have a premium service department which can help you in deciding quantities needs and approximate investment per customer.

Knives: Knives for premium use are described in literature available from the Utica Cutlery Co., Utica, N. Y. They include pocket knives of all types, letter opener knives, sheath knives, cutlery sets, steak knives, household knives, butcher knives, etc.

Hot Pots: Special heat-insulating felt "interlining" is a feature of coffee pots produced by Perry Bevan & Co., Priory Road, Aston, Birmingham, England. The pots are said to keep coffee hot—or ice-cold in the summer—for hours.

The ivory colored earthenware pots are fitted with patented built-in lids. The patent part of the pot is the chromium cover which is lined with felt and holds the lid in a safe position, cite company spokesmen.

This chromium cover is divided into lower and upper sections and is hinged at one side so that it can be raised without the hand touching the hot earthenware. The pots are supplied as single pieces or as part of three or four-piece sets with sugar basin, milk jug and tray.



THE MOP THAT MOPS UP SALES

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CELLULOSE SPONGE

NO LINT MOP

It's new and exciting! Every housewife will want one and buy one. NoLint Mop cleans faster, wears longer, wrings easier, quicker, absorbs more water, wrings easier, has no odor and does not "sour".

Write today for sample, prices, and our complete catalog.

SILVER-CHAMBERLIN CO.

CLAYTON, N. J.
Manufacturers of Nibco Brushes
Mops and Dusters since 1907

Illustrated detachable 48" handle available

Produce more coffee, India is urged

By **IVOR BULL**, Vice Chairman
Indian Coffee Board

(This article is from the "Republic Number" of the Indian Coffee Board's monthly bulletin, a special issue marking the inauguration of the Indian Republic.—Ed.)

The inauguration of the Indian Republic on January 26th of this year, marks a noteworthy milestone in the history of this ancient land.

The first two years of independence have presented problems of a magnitude which might well have overwhelmed a less able and determined central government. In particular, the vast problem of re-settling the many millions of refugees of the North has probably never really been appreciated outside India. These major difficulties have been largely overcome, but the ever present problem of providing food and employment for India's millions remains.

With the introduction of the Indian Coffee Market Expansion Ordinance in 1940, followed later by the Act, the marketing of coffee was at last stabilized and it was possible for the first time in coffee history for growers to plan ahead with some degree of security.

Expansion during the war years was for many reasons practically impossible, and difficulties over fertilizers, machinery, iron, steel and cement have persisted well into the postwar period.

The position regarding certain of these shortages is gradually becoming easier and it should now be possible for coffee growers to plan for a period of expansion, not

merely in their own interests but in the interests of their country.

In the years before the war, India exported some 10,000 or more tons of coffee annually. Since 1939 these exports have shrunk to an average of under 3,000 tons. Although consumption has increased in India, it is surely not too great a task to aim at increasing our exports by an additional 10,000 tons within the next ten years.

Intensive cultivation of the present acreage alone might nearly give this increase, while there also exists thousands of acres of abandoned land and jungle in Southern India, suitable for opening in coffee.

With a world shortage of coffee and an urgent need by India of foreign exchange, no greater incentives can exist for planters to plan an increase in their present crops.

An additional 10,000 tons of coffee for export bringing an additional six cores of rupees for purchasing abroad would be a very real contribution towards a stabilized economy in India. Such an increase would also involve a large increase in employment both of staff and labor.

This increase lies well within our powers of achievement and represents a challenge which we coffee growers must not fail to accept.

Snell enters spray-drying field

Foster D. Snell, Inc., well-known New York City chemical and engineering consultants, announce their entry into the field of "spray drying," key process in the manufacture of soluble coffees and teas, with the publication of an eight-page booklet describing "Packaged-unit Spray Dryers."

Byrne, Delay & Co.

Coffee

NEW YORK

Cable Address:
"VICAFF"

MEMBER OF
NCA

104 Front Street

Agents for Reliable Shippers in Producing Countries

Specializing in
BRAZILS
COLOMBIANS
VENEZUELAN

Agents for:
MORGAN SOUTTER & CIA., LTDA.
SANTOS

Off-hour profiles

A column about coffee and tea men away from their desks.



De Armond checks scores. Johnson, Lynch and Quinlan look on.

De Armond's love for golf

When a man pursues a hobby for almost 30 years, it is not something he "dreamed up" originally to while away a few idle hours, but rather something which has its roots deep in his nature. This can be said of Jimmy De Armond, of J. A. Folger & Co., now president of the National Coffee Association, who developed his love for golf at the Claremont Country Club, Oakland, California, where he followed father De Armond about the course as his caddy.

Whether heredity or just environment, his love for golf has been constant over the years. It brings him relaxation, mild exercise, companionship with friends and the thrill of the game itself.

Jimmy De Armond's serious golf career began at the University of California, where he was a member of the golf team. In the game with Stanford in 1923 his team lost, but that would have been enough, in football, to earn a big "C." In later years he became a member of Orinda Country Club, which has a beautiful golf course located in the hills east of Berkeley. In several handicap tournaments for the club he captured the prize. One year he won the Founders Cup for PCCA.

Greatest golf thrill

Jimmy De Armond relates that his greatest golf thrill came when he shot a hole-in-one on the 12th hole at the Pebble Beach golf course in a practice round preceeding the California State Amateur Golf Tournament.

He is generally rated an eight handicap, with par at seventy-two. In all tournaments of coffee men, Jimmy De Armond is to be reckoned with. Such experts as Robert Quinlan, of B. C. Ireland, Inc., Bill Lynch, of W. R. Grace & Co., Edward A. Johnson and many others help to keep Jimmy in training.

James A. De Armond was born in Cincinnati, Ohio, and came to Berkeley California in 1918 with his family. He attended the Berkeley High School and later graduated from the University of California in 1924, where he studied foreign trade. After his schooling he lived in Oakland, and later he moved to Orinda.

He is a member of the San Francisco Coffee Club, has been president of PCCA, and is now head of the National

(Continued on page 26)

JULY, 1950

Hot Weather Suggestion

Muller's chicory contains the same elements found in coffee with the exception of cafeol and caffeine. Combined with coffee it strengthens flavor, deepens color . . . and reduces cost. Wonderful in iced coffee. Just try it!

E. B. MULLER & CO.

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New York

613-615 South Peters St.
New Orleans, La.
Factories in Michigan

COMPANHIA BRASILEIRA DE CAFÉ

DEPENDABLE COFFEE SHIPPERS

from

SANTOS and RIO

EASTERN REPRESENTATIVES:

Fairchild & Bolte
NEW YORK

Crops and countries

coffee news from producing areas

Basis for coffee financing approved by Bank of Brazil

The following basis for financing coffee was approved last month by the Bank of Brazil:

Strictly soft drink, 800 cruzeiros for a 60 kilo bag; soft drink type four from states of Sao Paulo, North Parana and South Minas Gerais, 700; hard drink type four from the states of Sao Paulo, North Parana and South Minas Gerais, 650; "Riada" drink type five from states of Sao Paulo, Parana, Minas Gerais, Goias, 600; Rio coffee type seven, 500.

Prices: Brazil's Chamber of Deputies has approved a proposal to set up a commission which will: 1. Arrange for statements and information by Brazilians on coffee prices; 2. Determine whether there has been any speculation on the Santos coffee exchange to decrease prices; 3. Study the views of exporters and producers on the coffee investigation in the United States.

This movement was reported by Octavio Veiga, Santos correspondent of Coffee and Tea Industries (The Spice Mill).

1950-51 Crop: The Divisão de Economia Cafeira (Division of Coffee Economy) of the Ministry of Finance declared last month that "in accordance with reports from

experts," the estimated coffee crop for export is as follows for 1950-51, in 60-kilo bags:

| | |
|-----------------------|-----------|
| São Paulo | 6,562,000 |
| Parana | 2,800,000 |
| Minas Gerais | 2,700,000 |
| Espirito Santos | 1,500,000 |
| Rio de Janeiro | 320,000 |
| Bahia | 120,000 |
| Pernambuco | 100,000 |
| Goiaz | 80,000 |
| Matto Grosso | 30,000 |
| Santa Catarina | 3,000 |

Total 14,215,000

Propaganda Tax: The Federal government has sent to Brazil's Congress, for its approval, a bill to put a tax of two cruzeiros a bag on coffee exports. The money is to be used for coffee promotion in consuming countries.

See Indonesia producing more coffee this year

Indonesia's 1950 coffee harvest has been officially forecast at about 585,000 bags of 132.28 pounds each, according to the American embassy in Djakarta. This is about one-third larger than the latest estimate of 440,000 bags for the 1949 harvest, but considerably lower than the annual average prewar (1935-39) output of 1,961,000 bags.

The Indonesian government decided to withdraw restrictions on the export of first quality "Arabica Arabica" which were imposed a year ago. Quotas will be established for the export of other grades, but a government

COFFEE

Private Label Blending — Roasting — Packing

- Vacuum Tins or Jars
- 1-lb. Paper or Pliofilm Bags
- 3-oz. Restaurant Packs

We can meet your own particular need . . . or furnish a complete service from start to finish . . . supplying Green coffee, roasting to **your** specifications, blending to **your** standard, packing under **your** label.

. . . send samples of your coffee—we will match it and quote prices . . .

EPPENS, SMITH CO., INC.

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BOSTON: 156 State Street NEW YORK: 100 Front St.

spokesman said these probably would be very small.

The 1950 coffee harvest is expected to consist of approximately 60,000 bags of Arabica and the balance Robusta. The native crop is expected to account for 400,000 bags, and estate production is forecast at 185,000 bags.

Indonesian coffee production is still insufficient to meet the country's own requirements. However, in view of the great need for foreign exchange and the larger coffee crop forecast for 1950, the Indonesian government is expected to permit the export in 1950 of 100,000 to 125,000 bags.

Cuba may export some coffee—if new crop is big

Coffee production in Cuba from the current 1949-50 crop will be slightly larger than the earlier forecast, probably amounting to 635,000 bags of 60 kilos each. A crop of this size would be the largest on record, 40 per cent larger than the preceding crop and about 50 per cent above the annual prewar average.

The carry-over of coffee in Cuba at the end of the current marketing season on July 31st, 1950, is expected to approximate 216,000 bags, which is about 66,000 bags in excess of the three-month supply normally needed for aging.

Exportation of this small surplus may be authorized, if the findings of the government show that the coming 1950-51 crop will suffice to meet domestic consumption requirements during the next marketing year.

Say Haiti's 1949-50 crop is above average

Haiti's 1949-50 coffee crop is considered above average in both quality and quantity but is not expected to reach the 1948-49 crop in volume.

A preliminary estimate of the 1949-50 exportable crop places it at 448,300 bags of 60 kilos, compared with 483,509 bags in 1948-49.

It's executive vice president of NCA for Bill Williamson now

W. F. (Bill) Williamson is no longer secretary manager of the National Coffee Association. He is now executive vice president.

The change came with approval by the membership and formal action by the board of directors on a new constitution and by-laws for NCA.

Among other things, the executive vice president has been directed to expand the public relations facilities of the national office to operate on a scale more consistent with present problems.

PACB appoints Carl Stenquist, Mrs. Granttham

Carl Kelly Stenquist has been named general advertising and promotional assistant, it was announced last month by Charles G. Lindsay, manager of the Pan-American Coffee Bureau.

Mr. Stenquist was formerly assistant advertising manager of the Pepsi-Cola Metropolitan Bottling Co., New York City.

It was also announced that Mrs. Caryl Granttham had been appointed publicity assistant. She was formerly research associate on the staff of John D. Rockefeller, Jr.

JULY, 1950

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Mexico aims at big coffee crop expansion over next ten years

The official Mexican National Coffee Commission believes Mexico can boost the value of its coffee crop substantially within ten years.

"Mexico has great prospects in the international coffee market," Juan Rebbolledo Clement, president of the commission declared.

Clement said that Mexico soon will be in a position to export 3,000,000 quintals a year in place of the 500,000 exported annually over the last 40 years.

Mexico is now experimenting, under the direction of Mr. Duque with a plan to boost coffee production eight or ten times with about the same number of coffee trees.

Briefly, the Colombian expert's plan consists in planting trees in the sun rather than in shade, as is normal practice. Planted in the shade, coffee trees live longer but produce only eight to ten quintals a year. In the sun, production reaches 60 to 70 quintals.

First experimental plantings under Duque's plan are being made in Veracruz, Oaxaca and Chiapas states. Definite results are expected within periods of up to four or five years.

Mr. Clement explained, however, that the "deficit in world production offers the best opportunity to increment production of coffee."

Regulations for the functioning of the newly created National Coffee Commission of Mexico call for three sec-

tions, according to the American Embassy in Mexico City:

1. A technical production section to conduct research work, and to carry out an educational campaign through demonstration and experimental stations to be established in all coffee producing states, and through extension work among coffee producers.

2. A section of statistics and economics, to establish and maintain statistics on the national coffee industry and to gather information on world coffee production, consumption and trade.

3. A section of agricultural supplies, to furnish coffee growers and others engaged in the coffee industry with all required materials, such as agricultural and processing machinery, tools, repair parts, insecticides, fungicides, spraying equipment, seed, fertilizers, packing materials, construction materials, and drugs for human and veterinary use. These supplies are to be furnished at the lowest possible prices and either for cash or for credit.

Coffee Institute

The commission is to function for a period of two years, at the end of which it will be replaced by a National Coffee Institute. One of the functions of the commission will be to carry out required studies and to formulate necessary projects for the establishment of such an institute within the specified period of time. All of the assets of the commission will then be transferred to the institute.

Of the three sections, only the one on technical production is now functioning. This section is headed by Juan Pablo Duque, a Colombian coffee expert, at one time chief of the technical department of the National Federation of Coffee Growers of Colombia. Mr. Duque has

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ESTABLISHED 1914

111 WALL ST. NEW YORK

been acting for several months as advisor on coffee to President Aleman, and following the latter's instructions, carried out a study of the Mexican coffee industry as a result of which the creation of the National Coffee Commission was recommended.

Coffee promotion gets underway with three-pronged PACB drive

Industrywide coffee promotion is beginning to roll again. Sixty-eight million Americans a week will be brought the facts about coffee in a new three-pronged campaign of the Pan-American Coffee Bureau, it was revealed last month.

First step in the campaign was the purchase of the American Broadcasting Co.'s "Edwin C. Hill and the News" over a 90-station network, reaching an approximate 23,500,000 families throughout the country. The initial schedule calls for two programs a week in June, with a step-up to three in July.

The second phase in its fact campaign, aimed directly at the housewives of the nation, started June 8th. Iced coffee is featured in the Nancy Sasser "Housewife's Special" column every week in 90 papers in 61 cities throughout the country, with a basic circulation of more than fifteen and a half million.

Breaking shortly after these first two efforts will be a new cartoon type feature, "Coffee Quiz," in cities of 100,000 population and over. Present schedule calls for 144 newspapers in 122 cities, with a circulation of more than thirty million persons.

The Federal Advertising Agency is handling the PACB account.

Churchill, Inc., to build new, modern roasting plant in Miami

A big, modern coffee roasting plant will be built on the present site of Churchill, Inc., Miami coffee packers. J. S. Garvett, president of the firm, confirmed last month.

News about the new plant was revealed with the announcement that the property at the corner of N.W. 16th Avenue and Seventh Street, including the building presently occupied by Churchill, Inc., had been purchased by Mr. Garvett. The property includes 180 feet of frontage on N.W. 16th Avenue and about 110 feet on Seventh Street.

Plans are now being prepared, Mr. Garvett declared, for the construction of the new plant on the site at the expiration of existing leases.

The plant, he said, will be one of the largest and most modern of its type in the South, and with additional machinery will have a greatly increased capacity over the firm's present production. Included in the plans are large air-conditioned offices.

Sees practical solution at hand to coffee smoke abatement problem

A practical solution was reported to the New York Coffee Roasters' Association last month by John E. Mazzei, president of the organization and chairman of the smoke abatement committee of the National Coffee Association.

Further work is necessary to develop details on installation procedure and costs, and as soon as the material is on hand a full report will be made available.

JULY, 1950

Green Coffees

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NEW YORK

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DIFFERENCE
IN TEA—**

**AND
TENDER LEAF
BRAND
PROVES IT!**

**ALL THE
FLAVOR
YOUR CUP
CAN HOLD!**



PRODUCTS OF STANDARD BRANDS INCORPORATED



Bennett



Delafield

Bennett, Delafield promoted by Maxwell House Division of General Foods Corp.

Robert H. Bennett has been appointed to the newly-created post of assistant general manager of the Maxwell House Division of the General Foods Corp.

Mr. Bennett will be succeeded as sales and advertising manager of the Maxwell House Division by James P. Delafield. Mr. Delafield has been assistant sales and advertising manager of Maxwell House, Instant Maxwell House, and Yuban coffees.

Mr. Bennett has been with General Foods since 1927. He served as advertising manager of the export division; merchandising manager of some of the company's products; and as an associate advertising manager. In 1946 he was appointed sales and advertising manager of the Maxwell House Division.

In his new capacity, Mr. Bennett will be responsible for

all Maxwell House marketing operations, and will supervise the controller's section of the division. Also, he will assist in coordinating the division's research and development programs.

A graduate of Rutgers University, he lives in Ridgewood, N. J.

Mr. Delafield served as an associate merchandising manager in the division prior to his appointment as assistant sales and advertising manager. Before joining General Foods in 1945 he was employed by the Grand Union Co. and later by Benton and Bowles, Inc. During the war he served with the War Food Administration in Washington.

Mr. Delafield is a graduate of the University of Virginia and lives in South Norwalk, Conn.

Trade mourns death of George Howe, leading Pennsylvania coffee figure

George J. Howe, founder of the George J. Howe Co., Inc., Grove City, Pennsylvania, reported to be the largest importer of coffee in that state, died recently after an illness of several months.

Mr. Howe founded the company on February 7th, 1927, and was president of it until his death. A small, rented building was the first headquarters. Today a fleet of 25 trucks services the trade in central and western Pennsylvania, in southwestern New York and in eastern Ohio.

Forty-eight people are employed in the roasting, packaging and distribution of "Here's Howe" Daily Delight Coffee and Nuts.

Mr. Howe is survived by his wife, Mrs. Mary R. Howe, and two daughters, Mrs. Henri Pety, Monroe, Michigan, and Mrs. George P. Beech, Grove City.

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All coffee roasting in Army's European Command is directed by Anton Jedlicka

The man responsible for operation of all coffee roasting plants within the U. S. Army's European Command is Anton G. Jedlicka, formerly of Minneapolis.



Anton J. Jedlicka

Mr. Jedlicka is the coffee consultant assigned to the Munich Military Post, the largest military post in the world.

He is responsible for the operation of all coffee roasting plants within the command, and gives technical advice to all personnel employed in this operation. He also prepares all theater directives pertaining to coffee production for the chief quartermaster.

In both World Wars I and II Mr. Jedlicka served as a commissioned officer, terminating his military services with the rank of Lieutenant Colonel.

With the exception of the time he spent in the armed forces, he has been engaged in the business of importing, blending, processing and promoting coffee and tea.

Included in Mr. Jedlicka's awards and medals are the Army Commendation Ribbon, given for service under extraordinarily severe winter hazards for 72 consecutive hours; the World War I, the American Theatre, the ETO, the World War II, and German Occupation ribbons.

Server keeps coffee hot two hours

Now available in a range of colors, the double-walled Thermoplex beverage server that keeps two cups of coffee or other liquids at serving temperatures for two hours has "caught on" with both the restaurant trade, according to Thermoplex International, Inc., New York City.

The new color range includes ivory, china red, leaf green and medium blue, as well as the silver finish in which the server was originally offered.

Independent laboratory tests show a beverage temperature drop in the server from 190° to only 140° in two hours. The server is available with the name of the food service establishment screened on the side. This is furnished without charge on an order of 12 dozen or more, and a slight charge on smaller quantities.

Dear Sir:

Letters-to-the-editor department

Dear Sir:

I just want to say "Thank you" for the section in The Spice Mill called "On the menu." While those of us catering to the institutional trade are in the minority, we appreciate the space and editorial effort allocated to us.

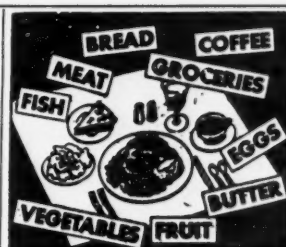
In this section we would like to see especially the items pertaining to coffee that are aimed at the restaurant trade by other publications, such as your article, "Should Restaurants Sell Their Coffee at 10¢ a Cup?" as appeared in your April issue.

Thank you for the good job you are doing.

E. D. Perry

Secretary-Treasurer, Boyd Coffee Co.
Portland, Oregon

JULY, 1950



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Coffee in Europe

highlights from across the Atlantic

London coffee trade honors K. B. Mackenzie

Seventy men and three women with a common interest in coffee attended a dinner in London to honor K. B. Mackenzie, M.B.E., retiring after 11 years as honorary secretary of the Coffee Buyers' Association.

Closely associated with the distribution of coffee in this country for over a quarter of a century, Mr. Mackenzie is returning to India, the land of his birth, to help in its production and export.

E. W. Harvey, the president, presented Mr. Mackenzie with an eighteenth century silver coffee service, on behalf of the association.

Guests of the association included representatives of East Africa, the Belgian Congo and Southern India, coffee growing countries which all support the association and its Coffee Information Bureau in their work of promoting knowledge of coffee in all sections of the community in Britain today.

Also among the speakers was B. W. Malkin, who is taking over the duties of honorary secretary of the Coffee Buyers' Association.

French to reopen Havre coffee futures market

The French coffee trade has drawn up a plan to resume forward dealings in coffee on the Le Havre Commodity Market.

When the Le Havre coffee market operated before the war it supplied coffee to most European countries. War and foreign currency difficulties have since prevented forward dealings.

The Groupement National d'Achat du Cafe has been decreed out of existence, reports Jacques Louis-Delamare, of Le Havre. Mr. Louis-Delamare paid tribute to Ed Gilg, president of the Groupement for trying, often with success, to limit "the evils of bureaucracy and red tape."

Germans to get coffee from Brazil, Colombia

A new West German-Brazilian trade agreement has been agreed on in principal, although still subject to ratification by both sides.

The agreement covers an exchange of goods to total \$230,000,000. The Brazilian exports will include \$30,000,000 worth of coffee.

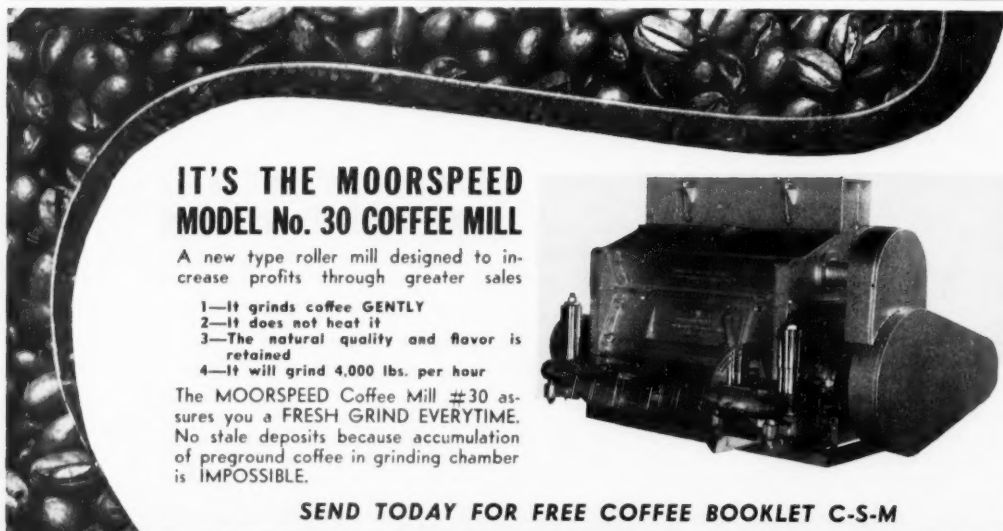
A revised trade agreement between Colombia and the three Western Zones of Germany calls for shipment of eight million dollars worth of coffee, compared to half that amount in the original agreement.

De Armond's love for golf

(Continued from page 19)

Coffee Association. He is vice president of J. A. Folger & Co. and is a recognized leader in the industry. His genial and friendly nature has endeared him to a host of coffee men, and perhaps no small part of this comes from association with his many friends in the game he loves—golf.

(We'd be glad to hear from you about your own hobby—or that of friends in the coffee or tea industry—for this column.—Ed.)



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- 2—It does not heat it
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- 4—It will grind 4,000 lbs. per hour

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MOORE DRY DOCK COMPANY
INDUSTRIAL MACHINERY DIVISION

FOOT OF ADELIN STREET

OAKLAND 4, CALIFORNIA

New York trade tees off . . .

(Continued from page 15)

the rivers and the many waterfalls in the area were at their full glory. Many of the coffee folk took advantage of the opportunity to go sightseeing, particularly to Buck Hill Falls.

Word about the New York City Green Coffee Association's week-end had spread, and it sounded good to coffee folk in other areas. Out-of-towners on hand at Shawnee for the week-end included Mr. and Mrs. R. P. Frazier, of George & George, Pittsburgh; Mr. and Mrs. J. L. McWilliams, also of that firm; Nelson Muniz, of Souza Dantas Forbes & Cia, Ltda., Santos; R. C. Powell, of E. A. Johnson & Co., San Francisco; and Mr. and Mrs. Felix J. Vaccaro, of New Orleans.

In charge of arrangements for the week-end were John Cargill, Durand Fletcher, Arthur Pfeiffer, Henry Scheffer and Jim Sullivan.

If anyone in the trade has had the feeling there isn't enough young blood in the coffee industry, the one-day outing at Oradell, N. J., must have changed their minds. Many of the firms attended in full force, and the large proportion of younger men now active in the coffee industry was strikingly visible.

Completion in the golf tournament was heavy, with 125 coffee men and guests setting out to try skill and luck.

About 40 softball players got turns in the double-header scheduled for the day, doing their best before a large and outspoken gallery.

As the golfers trickled back to the 19th hole, the barber-shop quartets, some of them quintets and sextets, began to form and loosen up their vocal chords.

Despite the record attendance, the club's management got an excellent dinner underway on schedule and with no outward signs of strain.

Top winner in the golf tournament was John A. Sherman, of the A. C. Israel Commodity Co., Inc., whose net of 69 won for him the silver bowl of the New York City Green Coffee Association.

Edward Aborn, of Arnold & Aborn, Inc., came through with a net of 70 and was awarded the silver bowl donated by the New York Coffee Roasters' Association.

Other top winners were Harold Spitzform, of the Grand Union Co., who won a set of irons donated by Leon Israel & Bros., Inc.; Jacques Coe, Jr., of L. Neugass & Co., Inc.,

Coffee! Coffee! Coffee!

These are the words by Henry M. Scheffer to the coffee song which made such a hit at the New York City Green Coffee Association's week-end at the Shawnee Inn, Shawnee-on-Delaware, Pennsylvania. Sing them to the tune of "Music! Music! Music!"

Put another spoonful in
Never make your coffee thin
Then you're always sure to have good
Coffee! Coffee! Coffee!

Golden amber liquid brew
It's the finest drink for you
Always there to cheer you up, it's
Coffee! Coffee! Coffee!

Roasted—each bean is toasted
To bring you fragrant brews
That chase your blues, and add
Allure to all your views—so

Put another spoonful in
Never make your coffee thin
Then you're always sure to have good
Coffee! Coffee! Coffee!

who was awarded a set of woods donated by the United Fruit Co.; and William Griffin, of Byrne, Delay & Co., who won a movie camera donated by George Gordon Paton & Co.

Behind these leaders came the following contestants, each with a net low enough to rank him a prize winner: A. Ihrig, R. A. Sutherland, E. Washa, D. Fletcher, T. Greenwood, H. Horwitz, F. Kohn, W. Heinlein, H. M. Scheffer, H. Judd, F. H. Baerwald, W. Burkhardt, H. Hanson, S. Willig, G. A. Sasseen, J. Neumann, J. Ames, R. B. Sasseen, G. Hart, J. Gumperz, A. Sim, E. Nockler, J. Delay, K. Fischer, R. Schlegel, L. Neugass, M. M. Mangual, H. Vosburgh and L. Ehrhardt.

In the nearest-the-pin contest, Henry M. De Hos came out ahead. He dropped the ball 19 $\frac{1}{4}$ inches from the pin. Runner up in this division was J. L. (Robbie) Robinson, now entirely recovered from his serious accident of a year

(Continued on page 50)

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Houston—Biehl & Co., Cotton Exchange Bldg.

Chicago—F. C. MacFarlane, 209 S. La Salle St.

Detroit—F. C. MacFarlane, 715 Transportation Bldg.

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Freight and Passenger Vessels on Regular Itinerary
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VENEZUELA

and West Coast of

CENTRAL AMERICA

to

NEW YORK

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BOSTON

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LOS ANGELES

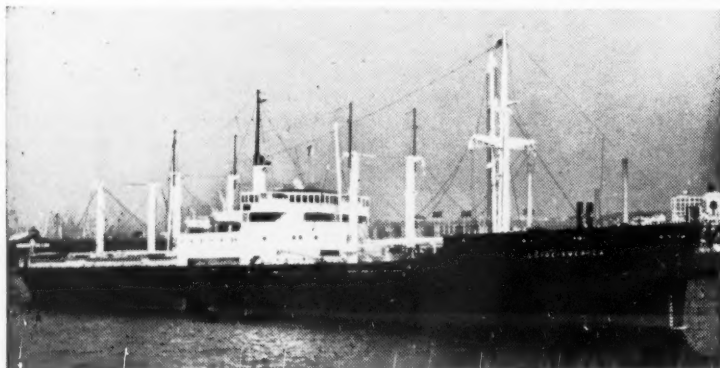
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a Close Neighbor.*

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Lloyd

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The American Line maintains regular service from the principal Brazilian coffee ports to New York and New Orleans, with facilities (as cargo offers) at Philadelphia, Baltimore, Norfolk, Jacksonville and Houston.

Ship sailings

A SUMMARY OF INWARD-BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.

Abbreviations for lines

Alcoa—Alcoa Steamship Co.
Am-Pres—American President Lines
ArgState—Argentine State Line
Am-W Afr—American-West African Line
Barb-Frn—Barber-Fern Line
Barg-W Afr—Barber-West African Line
Barb-W'n—Barber Wilhelmien Line
Brodin—Brodin Line
Cunard—Brocklebanks' Cunard Service
Delta—Delta Line
Dodero—Dodero Lines
Ell-Buck—Ellerman & Bucknell S.S. Co.
Farrell—Farrell Lines
Grace—Grace Line
Gulf—Gulf & South America Steamship Co., Inc.

Hol-Int—Holland-Interamerica Line
IFC—I.F.C. Lines
JapPac—Java-Pacific Line
Lloyd—Lloyd Brasileiro
Lykes—Lykes Lines
Moormac—Moore-McCormack Lines, Inc.
Nopal—Northern Pan-American Line
Norton—Norton Line
PAB—Pacific Argentine Brazil Line
PacFar—Pacific Far East Line, Inc.
PacTrans—Pacific Transport Lines, Inc.
Prince—Prince Line, Ltd.
R. Neth—Royal Netherland Steamship Co.
Robin—Robin Line
SCross—Southern Cross Line
Silver—Silver Line
Sprague—Sprague Steamship Line
Stockard—Stockard Line
Stran—Strachan Shipping Co.
Sued-Am—Swedish American Line
U Fruit—United Fruit Co.
West Cst—West Coast Line, Inc.

Abbreviations for ports

Ba—Baltimore
Bo—Boston
CC—Corpus Christi
Cb—Chicago
Cl—Cleveland
De—Detroit
Ga—Galveston
Gl—Gulf ports
Ha—Halifax
Ho—Houston
HR—Hampton Roads
Jx—Jacksonville
LA—Los Angeles
ML—Montreal
Mo—Mobile
NO—New Orleans
NY—New York
Nf—Norfolk
Pa—Philadelphia
Po—Portland
SF—San Francisco
Se—Seattle
St Jo—Saint John
Ta—Tacoma
To—Toledo
Va—Vancouver

COFFEE BERTHS

| SAILS | SHIP | LINE | DUE |
|-----------------|-----------|---------|-----------------------------|
| ACAJUTLA | | | |
| 7 18 | Manaqi | U Fruit | Cristobal ² 7 21 |
| 7 31 | Choluteca | U Fruit | Cristobal ² 8 3 |
| 8 12 | Manaqi | U Fruit | Cristobal ² 8 15 |

| | | | |
|----------------|-----------|---------|-----------------------------|
| AMAPALA | | | |
| 7 12 | Manaqi | U Fruit | Cristobal ² 7 21 |
| 7 25 | Choluteca | U Fruit | Cristobal ² 8 3 |
| 8 7 | Manaqi | U Fruit | Cristobal ² 8 15 |

| | | | |
|-----------------------|----------|-------|----------------|
| ANGRA DOS REIS | | | |
| 7 20 | Colombia | Lloyd | No 8 9 Ho 8 13 |

| | | | |
|--------------|------------|---------|---|
| BAHIA | | | |
| 7 19 | Alphacca | Hol-Int | NY 7 31 Bo 8 2 HR 8 5 Ba 8 8 Pa 8 9 |
| 8 5 | Arendsidyk | Hol-Int | NY 8 17 Bo 8 19 HR 8 23 Ba 8 24 Pa 8 25 |
| 8 23 | Atwaki | Hol-Int | NY 9 4 Bo 9 6 HR 9 9 Ba 9 12 Pa 9 13 |

| | | | |
|---------------------|--------------|---------|-------------------------|
| BARRANQUILLA | | | |
| 7 10 | Askot | Sued-Am | M 17 27 Grt. Lake Pts. |
| 7 11 | Adm. Frazer | U Fruit | N 07 17 |
| 7 14 | Cape Cod | U Fruit | NY 7 19 |
| 7 21 | Cape-Cmbrind | U Fruit | NY 7 26 |
| 7 25 | Levers Bend | U Fruit | N 07 31 |
| 7 28 | Cape Ann | U Fruit | NY 8 2 |
| 8 4 | Cape Avinof | U Fruit | NY 8 11 |
| 8 4 | Laholm | Sued-Am | M 18 25 To 8 30 De 8 31 |
| 8 8 | Fiador Knot | U Fruit | N 08 14 |
| 8 9 | Laholm | Sued-Am | M 18 27 Grt. Lake Pts. |
| 8 18 | Rgnhldshlm | Sued-Am | M 19 11 |
| 8 22 | Levers Bend | U Fruit | N 08 28 |

| | | | |
|----------------|------------|---------|---------|
| BARRIOS | | | |
| 7 14 | Inger Skou | U Fruit | NY 7 21 |
| 7 15 | Georgeanna | U Fruit | N 07 20 |

| | | | |
|---------------------|--------------|---------|------------------------------|
| 7 22 | Marna | U Fruit | NY 7 29 |
| 7 24 | Mayari | U Fruit | N 07 28 |
| BUENAVENTURA | | | |
| 7 16 | Isabel | Grace | NY 7 24 |
| 7 17 | Paula Dan | WitCst | NY 7 26 Pa 7 30 Ba 8 1 |
| 7 19 | Shipper Gulf | Gulf | Ho 7 27 N 07 30 |
| 7 21 | Laila Dan | WitCst | N 07 29 Ho 8 3 Ga 8 4 Mo 8 6 |
| 7 23 | Maria | Grace | NY 7 31 |
| 7 30 | Barbara | Grace | NY 8 7 |
| 7 31 | Leena Dan | WitCst | NY 8 9 Pa 8 12 Ba 8 13 |
| 8 6 | Cecilia | Grace | NY 8 14 |
| 8 13 | Margarita | Grace | NY 8 21 |
| 8 15 | Marna Dan | WitCst | NY 8 24 Pa 8 27 Ba 9 29 |
| 8 20 | Luisa | Grace | NY 8 28 |
| 8 27 | Isabel | Grace | NY 9 4 |
| 8 27 | Laura Dan | WitCst | N 09 4 Ho 9 7 Ga 9 8 Mo 9 10 |
| 8 31 | Kanima Dan | WitCst | NY 9 10 Pa 9 13 Ba 9 14 |
| 9 3 | Maria | Grace | NY 9 11 |
| 9 18 | Barbara | Grace | NY 9 18 |
| 9 17 | Cecilia | Grace | NY 9 35 |
| 9 24 | Margarita | Grace | NY 9 30 |

| | | | |
|---------------|-----------|-------|---------|
| CALLAO | | | |
| 7 11 | Isabel | Grace | NY 7 24 |
| 7 18 | Maria | Grace | NY 7 31 |
| 7 25 | Barbara | Grace | NY 8 7 |
| 8 1 | Cecilia | Grace | NY 8 14 |
| 8 8 | Margarita | Grace | NY 8 21 |
| 8 15 | Luisa | Grace | NY 8 28 |
| 8 22 | Isabel | Grace | NY 9 4 |
| 8 29 | Maria | Grace | NY 9 11 |
| 9 5 | Barbara | Grace | NY 9 18 |
| 9 12 | Cecilia | Grace | NY 9 25 |
| 9 19 | Margarita | Grace | NY 10 2 |

| | | | |
|------------------|--------------|---------|---------|
| CARTAGENA | | | |
| 7 19 | Cape-Cmbrind | U Fruit | NY 7 26 |
| 7 23 | Levers Bend | U Fruit | N 07 31 |

SAILS SHIP LINE DUE

CARTAGENA (Continued)

8/2 Cape Avinof Ufruit NY8/11
8/6 Fiador Knot Ufruit N08/14
8/20 Levers Bend Ufruit N08/28

CORINTO

7/11 Manaqui Ufruit Cristobal² 7/21
7/24 Cholulteca Ufruit Cristobal² 8/3
8/6 Manaqui Ufruit Cristobal² 8/15

CRISTOBAL

7/11 Luisa Grace NY7/17
7/18 Isabel Grace NY7/24
7/18 Cape Cmbind Ufruit NY7/26
7/19 Levers Bend Grace N07/31
7/22 Cape Ann Ufruit NY8/2
7/25 Maria Grace NY7/31
8/1 Barbara Grace NY8/7
8/1 Cape Avinof Ufruit NY8/11
8/2 Fiador Knot Ufruit N08/14
8/8 Cecilia Grace NY8/14
8/15 Margarita Grace NY8/21
8/16 Levers Bend Ufruit N08/28
8/22 Luisa Grace NY8/28
8/29 Isabel Grace NY9/4
9/5 Maria Grace NY9/11
9/12 Barbara Grace NY9/18
9/19 Cecilia Grace NY9/25
9/26 Margarita Grace NY10/2

DAR es SALAAM

8/5 Afr Lightning Farrell NY9/6
8/31 Afr Rainbow Farrell NY10/1

DURBAN

7/31 Utrecht JavPac LA10/10 SF10/14 Po10/20 Sel1/3 Vall/8
8/18 Silveroak Silver LA11/10 SF11/14 Po11/20 Sel2/3 Val2/8

SAILS SHIP LINE DUE

GUAYAQUIL

7/13 Isabel Grace NY7/24
7/15 Paula Dan WstCst NY7/26 Pa7/30 Ba8/1 Mo8/6
7/18 Laila Dan WstCst N07/29 Ho8/3 Ga8/4
7/20 Maria Grace NY7/31
7/27 Barbara Grace NY8/7
7/29 Leena Dan WstCst NY8/9 Pa8/12 Ba8/13
8/3 Cecilia Grace NY8/14
8/10 Margarita Grace NY8/21
8/13 Marna Dan WstCst NY8/24 Pa8/27 Ba8/29
8/17 Luisa Grace NY8/28
8/24 Isabel Grace NY9/4
8/25 Laura Dan WstCst N09/4 Ho9/7 Ga9/8 Mo9/10
8/29 Kamma Dan WstCst NY9/10 Pa9/13 Ba9/14
8/31 Maria Grace NY9/11
9/7 Barbara Grace NY9/18
9/14 Cecilia Grace NY9/25
9/21 Margarita Grace NY10/2
9/28 Luisa Grace NY10/9

ILHEUS

7/10 Guatemala Lloyd NY7/22
7/25 Uruguai Lloyd NY8/7

LA GUAIRA

7/26 Laholm Swee-Am M18/25 To8/30 De8/31
8/10 Rgnhldshlm Swee-Am M19/11

LA LIBERTAD

7/17 Manaqui Ufruit Cristobal² 7/21
7/29 Cholulteca Ufruit Cristobal² 8/3
8/11 Manaqui Ufruit Cristobal² 8/15

LA UNION

7/15 Manaqui Ufruit Cristobal² 7/21
7/27 Cholulteca Ufruit Cristobal² 8/3
8/9 Manaqui Ufruit Cristobal² 8/15



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all the way through

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COFFEE AND TEA INDUSTRIES

SAILS SHIP LINE DUE

LIMON

| | | | |
|------|-------------|--------|--------|
| 7/11 | Cape Cod | UFruit | NY7/19 |
| 7/21 | Levers Bend | UFruit | N07/31 |
| 7/25 | Cape Ann | UFruit | NY8/2 |
| 8/4 | Fiador Knot | UFruit | N08/14 |
| 8/18 | Levers Bend | UFruit | N08/28 |

LOBITO

| | | | |
|------|------------|---------|--------|
| 7/23 | Bronxville | Am-WAfr | NY8/23 |
| 7/30 | Afr Dawn | Farrell | NY9/3 |
| 8/2 | Del Rio | Delta | N08/26 |
| 8/23 | Del Sol | Delta | N09/16 |
| 8/25 | Temeraire | Am-WAfr | NY9/27 |
| 8/28 | Afr Glade | Farrell | NY9/29 |

LOURENCO MARQUES

| | | | | | | | |
|------|-----------|--------|---------|---------|---------|--------|--------|
| 8/9 | Utrecht | JavPac | LA10/10 | SF10/14 | Pa10/20 | Sell/3 | Val1/8 |
| 8/27 | Silveroak | Silver | LA11/10 | SF11/14 | Pa11/20 | Sel2/3 | Val2/8 |

LUANDA

| | | | |
|------|------------|---------|--------|
| 7/31 | Del Rio | Delta | N08/26 |
| 8/2 | Afr Dawn | Farrell | NY9/3 |
| 8/21 | Del Sol | Delta | N09/16 |
| 8/21 | Bronxville | Am-WAfr | NY8/23 |
| 8/22 | Temeraire | Am-WAfr | NY9/27 |
| 8/31 | Afr Glade | Farrell | NY9/29 |

MARACAIBO

| | | | | | |
|------|-----------|---------|--------|--------|--------|
| 7/30 | Laholm | Swed-Am | M18/25 | To8/30 | De8/31 |
| 8/18 | Rgnhdshlm | Swed-Am | M19/11 | | |

MATADI

| | | | |
|------|------------|---------|--------|
| 7/19 | Bronxville | Am-WAfr | NY8/23 |
| 7/20 | Roseville | Am-WAfr | NY8/17 |
| 7/28 | Afr Dawn | Farrell | NY9/3 |
| 7/29 | Del Rio | Delta | N08/26 |
| 8/16 | Triton | Am-WAfr | NY9/12 |
| 8/19 | Del Sol | Delta | N09/16 |
| 8/20 | Temeraire | Am-WAfr | NY9/27 |
| 8/26 | Afr Glade | Farrell | NY9/29 |

MOMBASA

| | | | |
|------|---------------|---------|--------|
| 7/24 | Sherwood | Robin | NY |
| 7/29 | Afr Lightning | Farrell | NY9/6 |
| 8/20 | Kettering | Robin | NY |
| 8/25 | Afr Rainbow | Farrell | NY10/1 |

PARANAGUA

| | | | | | | | |
|-------|------------|--------|---------|---------|---------|--------|--------|
| 7/10 | Mormactael | Mormac | NY7/31 | Bo8/3 | Ba8/5 | NFR/7 | Pa8/9 |
| 7/10 | Eidanger | SCross | Bo Pa | NY7/29 | | | |
| 7/10 | Mormacrey | Mormac | NY8/8 | Bo8/11 | Pa8/16 | Ba8/18 | NFR/19 |
| 7/10 | Silverteak | Silver | LA8/12 | SF8/16 | Pa8/22 | Se9/3 | Va9/8 |
| 7/12 | Del Monte | Delta | No8/8 | Ho8/13 | | | |
| 7/21 | Bowrio | IFC | NY8/9 | Pa8/12 | Ba8/14 | Bo8/16 | M18/21 |
| 7/24 | Mormacswan | Mormac | NY8/16 | Bo8/19 | Ba8/21 | NFR/23 | Pa8/25 |
| 7/24 | Tindfjell | Nopal | N08/12 | CC8/16 | Ho8/17 | | |
| 7/27 | Del Santos | Delta | N08/19 | Ho8/24 | | | |
| 7/29 | Mormacdawn | Mormac | NY8/27 | Bo8/30 | Pa9/4 | Ba9/6 | NFR/7 |
| 8/5 | Forester | PAB | LA9/3 | SF9/6 | Va9/11 | Pa9/14 | |
| 8/10 | Del Aues | Delta | N09/3 | Ho9/8 | | | |
| 8/10 | Radja | JavPac | LA9/10 | SF9/14 | Pa9/20 | Se10/3 | Va10/8 |
| 8/15 | Pet-Jebson | Nopal | N09/4 | CC9/7 | Ho9/8 | | |
| 8/23 | Del Viento | Delta | N09/18 | Ho9/23 | | | |
| 9/10 | Utrecht | JavPac | LA10/10 | SF10/14 | Pa10/20 | Sell/3 | Val1/8 |
| 10/10 | Silveroak | Silver | LA11/10 | SF11/14 | Pa11/20 | Sel2/3 | Val2/8 |

PUERTO CABELLO

| | | | | | |
|------|-----------|---------|--------|--------|--------|
| 7/28 | Laholm | Swed-Am | M18/25 | To8/30 | De8/31 |
| 8/13 | Rgnhdshlm | Swed-Am | M19/11 | | |

PUNTARENUS

| | | | | |
|------|-----------|--------|-------------------------|------|
| 7/20 | Choluteca | UFruit | Cristobal ¹² | 8/3 |
| 8/3 | Managua | UFruit | Cristobal ¹² | 8/15 |

JULY, 1950



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COLOMBIA**

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SAILS SHIP LINE DUE

RIO de JANEIRO

| | | | | | | | | | |
|-------|------------|--------|---------|---------|---------|--------|---------|--|--|
| 7/12 | Del Norte | Delta | N07/25 | | | | | | |
| 7/12 | Argentina | Mormac | NY7/24 | | | | | | |
| 7/14 | Mormacrey | LA8/8 | SF8/11 | Va8/16 | Se8/18 | Pa8/19 | | | |
| 7/15 | Pathfinder | PAB | LA8/3 | SF8/5 | Va8/11 | Se8/12 | Pa8/14 | | |
| 7/15 | Eidanger | SCross | Bo Pa | NY7/29 | | | | | |
| 7/20 | Del Monte | Delta | N08/8 | Ho8/13 | | | | | |
| 7/21 | Mormacpenn | Mormac | Bo8/2 | NY8/4 | Ba8/7 | Pa8/8 | | | |
| 7/21 | Silverteak | Silver | LA8/14 | SF8/19 | Po9/1 | Se9/7 | Va9/10 | | |
| 7/22 | Colombia | Lloyd | N08/9 | Ho8/13 | | | | | |
| 7/26 | Del Sud | Delta | N08/8 | | | | | | |
| 7/26 | Brazil | Mormac | NY8/7 | | | | | | |
| 7/27 | Tindfjell | Nopal | N08/12 | CC8/16 | Ho8/17 | | | | |
| 8/1 | Mormacswan | Mormac | NY8/16 | Bo8/19 | Ba8/21 | Nf8/23 | Pa8/25 | | |
| 8/2 | Mormacdawn | Mormac | LA8/27 | SF8/30 | Va9/4 | Se9/6 | Po9/7 | | |
| 8/3 | Del Santos | Delta | N08/19 | Ho8/24 | | | | | |
| 8/9 | Del Mar | Delta | N08/22 | | | | | | |
| 8/15 | Forester | PAB | LA9/3 | SF9/6 | Va9/11 | 9/14 | | | |
| 8/17 | Del Aires | Delta | N09/3 | Ho9/8 | | | | | |
| 8/18 | Pet Jensen | Nopal | N09/4 | CC9/7 | Ho9/8 | | | | |
| 8/21 | Radja | JavPac | LA9/12 | SF9/17 | Po10/1 | Se10/7 | Va10/10 | | |
| 8/23 | Del Valle | Delta | N09/6 | | | | | | |
| 8/31 | Del Viento | Delta | N09/18 | Ho9/23 | | | | | |
| 9/6 | Del Norte | Delta | N09/19 | | | | | | |
| 9/21 | Utrecht | JavPac | LA10/12 | SF10/17 | Po11/1 | Se11/7 | Va11/10 | | |
| 10/21 | Silveroak | Silver | LA11/10 | SF11/14 | Po11/20 | Se12/3 | Va12/8 | | |

SANTOS

| | | | | | | | | | |
|-------|------------|---------|---------|---------|---------|--------|--------|--|--|
| 7/10 | Argentina | Mormac | NY7/24 | | | | | | |
| 7/11 | Del Norte | Delta | N07/25 | | | | | | |
| 7/13 | Mormacsurf | Mormac | NY7/25 | Bo7/28 | Pa7/30 | Ba8/1 | | | |
| 7/13 | Mormacrey | Mormac | LA8/8 | SF8/11 | Va8/16 | Se8/18 | Pa8/19 | | |
| 7/14 | Eidanger | SCross | Bo Pa | NY7/29 | | | | | |
| 7/14 | Pathfinder | PAB | LA8/3 | SF8/5 | Va8/11 | Se8/12 | Pa8/14 | | |
| 7/15 | Mormacetal | Mormac | NY7/31 | Bo8/3 | Ba8/5 | Nf8/7 | Pa8/9 | | |
| 7/15 | Alphacca | Hol-Int | NY7/31 | Bo8/2 | HR8/5 | Ba8/8 | Pa8/9 | | |
| 7/18 | Del Monte | Delta | N08/8 | Ho8/13 | | | | | |
| 7/18 | Colombia | Lloyd | N08/9 | Ho8/13 | | | | | |
| 7/18 | Silverteak | Silver | LA8/12 | SF8/16 | Po8/22 | Se9/3 | Va9/8 | | |
| 7/20 | Mormacpenn | Mormac | Bo8/2 | NY8/4 | Ba8/7 | Ba8/9 | | | |
| 7/20 | Uruguay | Lloyd | NY8/7 | | | | | | |
| 7/24 | Brazil | Mormac | N8/7 | | | | | | |
| 7/24 | Bowrio | IFC | NY8/9 | Pa8/12 | Ba8/14 | Bo8/16 | Mf8/21 | | |
| 7/25 | Del Sud | Delta | N08/8 | | | | | | |
| 7/25 | Mormacmar | Mormac | NY8/10 | Bo8/13 | Ba8/15 | Pa8/17 | | | |
| 7/26 | Tindfjell | Nopal | N08/12 | CC8/16 | Ho8/17 | | | | |
| 7/31 | Mormacswan | Mormac | NY8/16 | Bo8/19 | Ba8/21 | Nf8/23 | Pa8/25 | | |
| 8/1 | Del Santos | Delta | N08/19 | Ho8/24 | | | | | |
| 8/1 | Mormacdawn | Mormac | LA8/27 | SF8/30 | Va9/4 | Se9/6 | Po9/7 | | |
| 8/1 | Arendedyk | Hol-Int | NY8/17 | Bo8/19 | HR8/23 | Ba8/24 | Pa8/25 | | |
| 8/4 | Mormacove | Mormac | Ba8/19 | Pa8/21 | NY8/23 | Bo8/26 | | | |
| 8/8 | Del Mar | Delta | N08/22 | | | | | | |
| 8/14 | Forester | PAB | LA9/3 | SF9/6 | Va9/11 | Po9/14 | | | |
| 8/15 | Del Aires | Delta | N09/3 | Ho9/8 | | | | | |
| 8/17 | Pet Jensen | Nopal | N09/4 | CC9/7 | Ho9/8 | | | | |
| 8/18 | Radja | JavPac | LA9/10 | SF9/14 | Po9/20 | Se10/3 | Va10/8 | | |
| 8/19 | Alwaki | Hol-Int | NY9/4 | Bo9/6 | HR9/9 | Ba9/12 | Pa9/13 | | |
| 8/22 | Del Valle | Delta | N09/6 | | | | | | |
| 8/29 | Del Viento | Delta | N09/18 | Ho9/23 | | | | | |
| 9/5 | Del Norte | Delta | N09/19 | | | | | | |
| 9/18 | Utrecht | JavPac | LA10/10 | SF10/14 | Po10/20 | Se11/3 | Va11/8 | | |
| 10/18 | Silveroak | Silver | LA11/10 | SF11/14 | Po11/20 | Se12/3 | Va12/8 | | |

VICTORIA

| | | | | | | | | | |
|------|------------|---------|--------|--------|--------|--------|--------|--|--|
| 7/17 | Alphacca | Hol-Int | NY7/31 | Bo8/2 | HR8/5 | Ba8/8 | Pa8/9 | | |
| 7/22 | Del Monte | Delta | N08/8 | Ho8/13 | | | | | |
| 7/25 | Colombia | Lloyd | N08/9 | Ho8/13 | | | | | |
| 8/3 | Arendedyk | Hol-Int | NY8/17 | Bo8/19 | HR8/23 | Ba8/24 | Pa8/25 | | |
| 8/5 | Del Santos | Delta | N08/19 | Ho8/24 | | | | | |
| 8/19 | Del Aires | Delta | N09/3 | Ho9/8 | | | | | |
| 8/21 | Alwaki | Hol-Int | NY9/4 | Bo9/6 | HR9/9 | Ba9/12 | Pa9/13 | | |
| 9/2 | Del Viento | Delta | N09/18 | Ho9/23 | | | | | |

TEA BERTHS

BOMBAY

| | | | | | | | | | |
|------|----------|--------|--------|---------|---------|---------|---------|--|--|
| 6/20 | Salatiga | JavPac | LA9/7 | SF9/11 | Po9/17 | Se9/20 | Va9/22 | | |
| 8/16 | Drente | JavPac | LA11/6 | SF11/10 | Po11/16 | Se11/19 | Va11/21 | | |

COFFEE AND TEA INDUSTRIES

SAILS SHIP LINE DUE

CALCUTTA

| | | | | | | |
|------|-----------------|----------|-----------|---------|---------|-----------------|
| 7/15 | City-Birmingham | Eli-Buck | NY8 16 | Bo8 19 | Mi8 25 | Ba9 1 |
| 7/20 | Salatiga | JavPac | LA9 7 | SF9 11 | Pe9 17 | Se9 20 Va9 22 |
| 7/20 | City-Lcknw | Eli-Buck | NY8 21 | Bo8 24 | Mi8 30 | |
| 7/25 | Manipur | Cunard | Bo NY | Pa Ba | Nf | |
| 7/25 | City-Chrestana | Eli-Buck | Canada9 5 | | | |
| 8/6 | City-Durham | Eli-Buck | Bo9 7 | NY9 8 | Pe9 12 | Ba9 13 Nf9 15 |
| 8/7 | Markhor | Cunard | Bo NY | Pa Ba | Nf | |
| 8/8 | Trader | Silver | LA9 16 | SF9 20 | Pe9 26 | Se9 29 Va10 1 |
| 8/20 | Silverash | Silver | LA10 10 | SF10 14 | Pe10 20 | Se10 23 Va10 25 |
| 9/20 | Drente | JavPac | LA11 5 | SF11 10 | Pe11 16 | Se11 19 Va11 21 |

COCHIN

| | | | | | | |
|------|----------|--------|--------|---------|---------|-----------------|
| 6/22 | Salatiga | JavPac | LA9 7 | SF9 11 | Pe9 17 | Se9 20 Va9 22 |
| 9/19 | Drente | JavPac | LA11 6 | SF11 10 | Pe11 16 | Se11 19 Va11 21 |

COLOMBO

| | | | | | | |
|-------|-------------|----------|---------|---------|---------|-----------------|
| 7/16 | Fernfield | Barb-Frn | Bo Pa | Ba | | |
| 7/20 | Manoeran | JavPac | La9 2 | SF9 6 | Pe9 12 | Se9 15 Va9 18 |
| 7/21 | Jav Prince | Prince | Ha8 15 | Bo8 18 | NY8 20 | |
| 8/10 | Chin Prince | Prince | Ha9 4 | Bo9 7 | NY9 9 | |
| 8/16 | Belleville | Barb-Frn | Bo Pa | Ba | | |
| 8/21 | Drente | JavPac | LA11 6 | SF11 10 | Pe11 16 | Se11 19 Va11 21 |
| 9/10 | Brit Prince | Prince | Ha10 5 | Bo10 8 | NY10 10 | |
| 11/19 | Jav Prince | Prince | Ha12 14 | Bo12 17 | NY12 19 | |

HONG KONG

| | | | | | | |
|------|------------|----------|--------|--------|--------|--|
| 7/16 | China | PacTrans | SF8 8 | LA8 10 | | |
| 7/19 | Tudor | Barb-Wn | SF8 11 | LA8 13 | NY8 27 | |
| 7/25 | Pacific | PacTrans | LA8 19 | SF8 22 | | |
| 8/4 | Pisntville | Barb-Wn | SF8 27 | LA8 29 | NY9 12 | |

KOBE

| | | | | | | |
|------|------------|---------|--------|--------|--------|--|
| 7/11 | Tulane | Barb-Wn | SF7 28 | LA7 30 | NY8 14 | |
| 7/26 | Tudor | Barb-Wn | SF8 11 | LA8 13 | NY8 27 | |
| 8/11 | Pisntville | Barb-Wn | SF8 27 | LA8 29 | NY9 12 | |

YOKOHAMA

| | | | | | | |
|------|------------|---------|--------|--------|--------|--|
| 7/15 | Tulane | Barb-Wn | SF7 28 | LA7 30 | NY8 14 | |
| 7/30 | Tudor | Barb-Wn | SF8 11 | LA8 13 | NY8 27 | |
| 8/15 | Pisntville | Barb-Wn | SF8 27 | LA8 29 | NY9 12 | |

¹ Accepts freight for Atlantic and Gulf ports with transshipment at Cristobal, C. Z.
² Accepts freight for New York, with transshipment at Cristobal, C. Z.

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Penaloza heads Grancolombiana's N.A. division

Francisco Penaloza has been named general manager of the North America division of Transportadora Grancolombiana, Ltda.

He succeeds Dr. Roberto Alamo B., who has resigned to become counselor of the Venezuelan delegation to the United Nations.

N. Y. greens amend rule on tare allowance

The membership of the New York City Green Coffee Association recently approved an amendment on tare allowance putting the following allowances into effect:

1 1/8 pounds per bag on Brazilian coffees
 Actual tare on milds and coffees other than Brazils.

Rio de la Plata starts new Argentine State runs

The first regular Argentine flag liner service between South America and the United States got under way last month with the arrival in New York of the new motorship, Rio de la Plata, on her maiden voyage.

JULY, 1950

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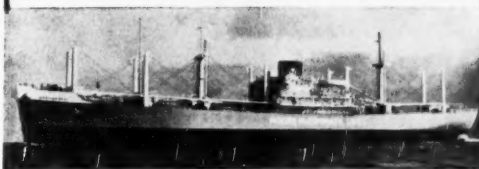
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 New York, N. Y. New York, N. Y.

Kerr Steamship Company, Inc. Strachan Shipping Company
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 ARGENTINA

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On her seventeen-day voyage from Buenos Aires, the trim 527-foot vessel stopped at Montevideo, Rio de Janeiro, Santos and Trinidad.

The Rio de la Plata is the first of three vessels that will be operated by Argentine State Line in the new service. She will be joined in the late summer and early fall by the Rio Jachal and Rio Tunuya.

The three sister ships, built in Italy, each have accommodations for 116 passengers besides general cargo. Captain Juan Carlos Alegre, master of the de la Plata, said he had difficulty keeping the vessel from getting ahead of her time table on her maiden voyage. She cruises at 19 knots.

Moore-McCormack launches coffee service to Charleston

Albert V. Moore, president of Moore-McCormack Lines, announced that his company has inaugurated a regular cargo service between South America's East Coast and the port of Charleston, S. C., effective with the arrival of the cargo liner Mormactide at Charleston on June 29th. A second Moore-McCormack ship, the Mormacowl, is scheduled to dock at Charleston on July 21st.

The South Carolina State Ports Authority and trade leaders in the Charleston area are enthusiastic about the prospects of further development of trade as a result of the new service, which was inspired in part by the recent erection of a modern roasting coffee plant by the William B. Reilly & Co. at Charleston's Union Pier.

The Mormactide carried coffee from Brazil on this first trip, as well as Argentine corned beef and quebracho extract. She and other ships of the Moore-McCormack fleet which will serve Charleston will link the port with various ports along South America's East Coast. It is expected that a two-way cargo movement may develop, according to trade observers.

The Carolina Shipping Co. is agent for Moore-McCormack Lines at Charleston.

P & T adds agency in Toronto

Appointment by Pope & Talbot, Inc., San Francisco, of F. C. Thompson Co., Ltd., Royal Bank Building, Toronto, as representative for eastern Canada marks an important extension of ocean cargo service over P & T's regularly-scheduled inter-coastal, Puerto Rican and South American lines.

The new agency will add to Pope & Talbot's strength in the Atlantic Coast area, where offices are now maintained in New York, Baltimore, Norfolk, Pittsburgh, Philadelphia, Washington and Detroit.

Says less than half of coffee packages have adequate brewing instructions

"It is really surprising how many packages one can find which are liberally covered with display devices and selling messages but which make no attempt whatever to tell the consumer how to use the product to the best advantage.

"For example, coffee is a commonplace commodity, yet it is no secret that a discouragingly large percentage of housewives don't know how to make a good cup of coffee. If you examine all the coffee labels in a large market, you will find less than half which make any attempt to offer practical, helpful suggestions for brewing this popular and very much abused beverage."

—O. M. Gale at the panel on increasing package effectiveness at the retail level, a feature of the Packaging Conference of the American Management Association.

COFFEE AND TEA INDUSTRIES

Gillette to "tone down" report

(Continued from page 14)

turn that was possible in the early part of 1949," the bulletin added.

"For proper perspective, we should remember that this committee is not the Senate of the United States and not the Congress of the United States," NCA declared. "The chances that any great number of the recommendations will be converted into action are slight, indeed. We think that the chances of convincing the producers of this fact are not very good, but we can at least convince ourselves and get on about the business of rebuilding the industry."

Replying to the Gillette report, the Special Commission on Coffee of the Inter-American Social and Economic Council denied that the increase in coffee prices was due to market manipulation, but rather was the result basically of the operation of the law of supply and demand.

The Commission said the statements of the Gillette group are likely to discourage further investments in coffee production and would also supply ammunition for Communist agitators in Latin America.

The U. S. representative on the commission, Edward G. Cale, did not join in the statement.

Andrade urges Council

Approval by the Inter-American Social and Economic Council of the Commission's statement was urged by Theophilo de Andrade, Brazilian delegate to the Council, representative of Brazil on the Commission, and president of the Pan-American Coffee Bureau.

Mr. Andrade said the recommendations of the Gillette Committee amounted to a declaration of economic warfare against the Latin American coffee producing countries and, if carried out, would be "tantamount to the bankruptcy of the coffee producing industry."

Mr. Andrade explained that price increases in coffee last fall were due to:

1. Liquidation of surplus stocks accumulated by the National Coffee Department of Brazil; 2. Lack of foresight on the part of the trade to adjust immediately its purchase policy to the new situation; 3. The outlook of a reduced crop due to the delayed rains in Brazil; 4. the fear of the American consumer that there would be a scarcity of the beverage.

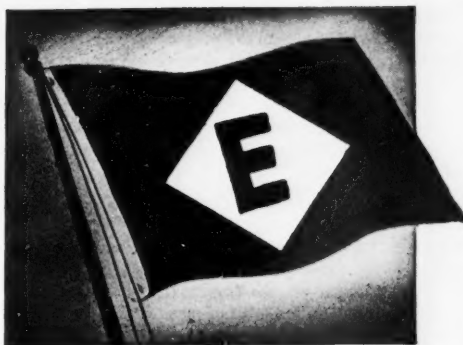
Free market

So far as Brazil is concerned, Mr. Andrade said, coffee operates in a free market "depending only on the law of supply and demand." Present prices, he told the Council, represented a logical and fair adjustment which may continue for some time in view of the coffee supply in relation to the demand.

He said that the prices of food in the United States had risen more than 100 per cent since 1935, but that coffee had lagged behind in price, "allowing the consuming country to have it for practically nothing, and even to waste it, due to excessively low prices which did not even cover the cost of production."

He added that the Special Commission on Coffee had cooperated fully with the Gillette inquiry, as had representatives of coffee interests and coffee producing countries. "After so much effort," he said, "we looked forward to an impartial and honest report which would, above all, reveal the truth. Unfortunately, instead of that, the public was startled by a report which was fully contradictory to the

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facts and statements made before the sub-committee."

He asked approval of the statement prepared by the Commission in the event that the arguments contained in the Gillette report should be revived.

A scathing denunciation of the Gillette Committee and its report was issued by Gordon W. Voelbel, president of the Gordon W. Voelbel Co., New York coffee brokerage and commission firm.

Supply—demand

"Gillette's statements have created in the public mind the impression that an organized effort on the part of producers and the U. S. industry was afoot to advance prices," Mr. Voelbel said, "whereas the true fact is that present prices are nothing more or less than a reflection of basic supply-demand factors."

He explained that world coffee production from its pre-war peak had declined from 35,000,000 bags annually to about 28,000,000 bags, while consumption over the same period expanded from 26,000,000 to 36,000,000 bags. In a nutshell, Mr. Voelbel said, that's the reason why prices are higher. They are not due to the one drought of last fall in Brazil, but to a series of droughts which cut Brazil's production below the demand point. While Brazil could supply the excess demand from surpluses, market prices remained low. When the surpluses were used up last fall the market spiraled.

There is still sufficient doubt, Mr. Voelbel added, whether supplies will be ample enough during the coming crop year, starting July 1st, to meet world consumer needs. That's why prices stay where they are and will remain there until the supply-demand forces change.

"Gillette ignored these supply-demand forces," Mr. Voelbel

pointed out. "He distorted the picture to imply that normal marketing practices were irregular. For example, he reported that Colombia and other producing countries, in consigning stocks to the United States, were holding off supplies for higher prices. The truth is that consigning stocks is a practice of long standing, and last year when hoarders helped to force prices higher, these supplies were handy for roasters to purchase and put into immediate production to meet the abnormal demand.

"Gillette accused Colombia of holding back supplies. Yet Colombia in 1949 exported 5,409,000 bags, approximately the same amount as in the two previous years.

Mr. Voelbel urged the coffee trade here and in the producing countries to join hands and unite in defense of the industry and to endeavor to avoid repetition of "another unwarranted inquisition."

New contract

The New York Coffee and Sugar Exchange, Inc., observed that the Gillette Committee's report made no charge of wrongdoing against the Exchange and recognized that prices of coffee on the Exchange followed and did not lead the general market.

The Exchange said it will give due consideration to the suggestion of the Gillette Committee that coffees, other than Santos coffees, should also be deliverable under Exchange contracts, and has referred to its coffee committee the problem of working out a new contract along the lines suggested.

As to the suggestion that margins be increased, the Exchange believes it would be improper to increase or vary margin for the purpose of influencing prices or restricting trading. The purpose of margins is to assure the integrity of the contract.

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Old East African Trading Co.

Mombassa, British East Africa

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Also All Growth African Coffees*

Coffee Movement In The U. S. Market

(Figures in 1,000 bags)

| | 1949 | | | | | | |
|-------------------|------------------|------------------|--------|-------|-----------------------|--------|----------------|
| | Total Entries | Deliveries—from: | | | Visible Supply—1st of | | Month Total |
| | | Brazil | Others | Total | Brazil | Others | |
| April | 1,493 | 998 | 718 | 1,716 | 1,292 | 582 | 1,874 |
| May | 1,218 | 864 | 460 | 1,324 | 1,000 | 379 | 1,379 |
| June | 1,479 | 1,019 | 451 | 1,470 | 1,021 | 374 | 1,395 |
| July | 1,721 | 866 | 534 | 1,400 | 885 | 426 | 1,321 |
| August | 1,733 | 965 | 656 | 1,621 | 896 | 450 | 1,420 |
| September | 1,846 | 1,229 | 547 | 1,776 | 1,047 | 439 | 1,486 |
| October | 1,937 | 1,237 | 428 | 1,665 | 1,271 | 385 | 1,656 |
| November | 2,098 | 1,147 | 774 | 1,921 | 1,258 | 387 | 1,645 |
| December | 2,001 | 1,254 | 509 | 1,763 | 1,623 | 359 | 1,982 |
| 1950 | | | | | | | |
| January | 1,982 | 902 | 804 | 1,706 | 1,273 | 339 | 1,612 |
| February | 1,717 | 736 | 782 | 1,518 | 1,046 | 376 | 1,422 |
| March | 1,359 | 646 | 631 | 1,277 | 813 | 511 | 1,324 |
| April | 1,125 | 719 | 569 | 1,288 | 885 | 584 | 1,469 |
| May | 1,052 | 605 | 592 | 1,197 | 715 | 456 | 1,171 |
| June (1-23) | 647 | 415 | 259 | 674 | 633 | 415 | 1,048 |

Figures by N. Y. Coffee & Sugar Exchange, Inc., in bags of origin. (Preliminary)

The Coffee Outlook

The squeeze on roasters which had been becoming tighter as green coffee prices stiffened brought the inevitable reaction last month. Most of the leading roasters advanced their prices two cents a pound at wholesale.

As has been true for a long time now, roasters have been buying on a hand-to-mouth basis. When they ran out of coffee and went out for replacements, they found they had to pay higher prices for both Colombians and Brazils.

Accelerating this tendency was a pick-up in consumer demand for coffee. This basic factor is being watched carefully by the trade. If it continues, out of season as it is, it may cause some of the wild pessimists to revise their ideas on the damage done to consumption by the drastic rise last fall. In any event, it is making clear the wisdom of not trying to draw final conclusions on such deep-going trends from figures for the months immediately after the rise.

Roasters attribute some of the increased demand they feel to an easier buying policy by retailers, who aren't waiting until the last can is off the shelf before re-ordering. The fact that prices are stiffening, together with the pick-up in consumer demand, undoubtedly ex-

plains this shift in attitude.

Some of the roasters are also looking forward to the fall season, the beginning of heavy consumption for coffee, and have entered the shipment market accordingly.

As was expected, the producing countries rose up in wrath at some of the implications and recommendations in Senator Gilette's report. The U.S. State Department appeared before the full Agriculture Committee with a calm, reasoned statement and the senator, agreeing to tone down the report, declared somewhat plaintively he was willing "to be the sacrificial goat."

There was the feeling that a major point had been driven home in some quarters: that people in public positions could not make statements without checking for facts and weighing the effect on people, industries and nations.

But as this is being written we have received a report that Congressman M. G. Burnside (Dem., W. Va.) has warned that "if production is not increased coffee will be a dollar a pound."

The congressman has a bill in the hopper to encourage coffee production in Southeast Asia, an idea which trade leaders consider silly, since that area has been turning out coffee for 100 years, never of a quality good enough to be a factor in the world market.

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For the **TRADE**

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JOHN W. HAULENBECK CO., Inc.

20 Fulton Street

New York 7, N. Y.

"We must woo—and win—public opinion"

(Continued from page 12)

consumers' good will and re-establishing proper consumption habits every company is an ambassador doing its part for good or ill in the general program. The plans for the publications committee's work, as submitted to and approved by the board, will point the way but the real strength will come from the grass roots, from the companies operating in every community in the country.

I am glad to be able to tell you that at long last a promotion fund for coffee has been financed. This fund, amounting to something over two million dollars, will begin to make itself felt before the end of the year. I am glad to report too, that the work will be inaugurated in an atmosphere of complete harmony. The maintenance of that harmony is the responsibility of a joint committee which I feel sure is equal to the task. This amount of money used under circumstances of harmony and cooperation is capable of solving many problems. Without such harmony and cooperation, however, such an expenditure would solve no problems, would simply create problems on its own. We have pledged that under present arrangements you would individually and collectively give the work of the advertising committee every possible help and support, and we are sure that you will.

I know that you have not been unaware of the fact that the most serious impact of rapidly rising prices was felt by those specializing in the restaurant and institutional field. I'm not going to take your time even to enumerate

the epidemic of abuses which has afflicted this field, nor the reasons why this field was particularly susceptible. They are too well known.

I think few of you realize, however, the extent of the pressure which made itself felt in the association office to do something, and quickly, to correct the situation. The trouble here is that the problem is far too complicated and serious for the development of any magic formula which could be passed out for use as the occasion warranted. We have, however, made an excellent start. We have here, as with the public relations program, secured the services of an aggressive and competent committee already far ahead with a program which will tackle the problem in a thoroughgoing and intelligent way. We will make use of every organ of opinion in this field to tell our story and we have developed the machinery for full and understanding cooperation with hotel and restaurant organizations to get authoritative answers which are as important to them as to us.

Brewing committee

Similarly, we have revitalized the brewing committee and have proposed a program for it, more ambitious than ever before undertaken. If we are going to speak of brewing problems with a united and consistent voice this committee's work will have to provide the means. And the extent to which we do talk with a united voice will measure to a large extent our success in winning the

(Continued on page 57)

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Direct Connections in Most Coffee Producing Countries

Editorials

Let's keep our eyes on the ball

It's hard, times being what they are for coffee, to keep our eyes on the ball—the need to unite the efforts of the entire industry to build consumption here.

Diversions, some of them in the form of quite serious attacks on the trade, have been coming with irritating frequency, presenting situations which must be met.

The trade, especially the producers, met Senator Gillette's rather astounding report with magnificent firmness and prompt action, culminating in the visit by diplomatic representatives of 14 Latin American countries to Secretary of State Acheson.

The Senator, overwhelmed by the storm of protests, agreed to "tone down and edit" the report. He added, somewhat plaintively, that he was willing to be the "sacrificial goat."

But regardless of further developments, Senator Gillette has left a bitterness in the coffee producing countries which is not helpful to inter-American relations or to the coffee industry.

For coffee, we think the deliberate, conscious focusing of attention on holding and building the coffee market here will do more to blow away such bitterness than anything

else. It will bring together, in common effort, on common ground, towards a common objective, the United States trade and the producing countries.

Such a policy, expressed through a national coffee promotion drive on a big scale, will also serve to keep the United States trade on a sounder basis.

We mentioned here last month the folly indulged in by some roasters of trying to win out in today's stiff competition by advertising more cups to the pound. This damaging, negative approach is one of the heritages of the too-long hiatus in coffee promotion and the rough going resulting from the price situation.

With a national campaign, roasters who are now looking for a shortcut to more volume will at least have an alternative—a positive, constructive alternate.

Moreover, the key problem of wooing and winning public opinion favorable to coffee, as emphasized by NCA President James A. De Armend at the PCCA convention, will also be met as part of the campaign.

So, even though it isn't easy, let's keep our eyes on the ball.

Tea has just begun to fight

For the first time since before the war, the tea industry of this country is moving into the summer season with really big guns unlimbered in an advertising and merchandising drive.

From remarks we've come across in the last few days, there are some ideas here and there in the trade which it might be best to get squared away on here and now.

One tea man told us, in a burst of enthusiasm, that the tea campaign was a humdinger. It was bound, he said, to make volume climb—regardless of anything else, including the weather.

We agree the campaign is a humdinger. In fact, we've worked hard—as has been evident in our pages and elsewhere since February—to get the facts and the meaning of the drive across to our readers.

But we don't think the campaign shoves all other factors entirely out of the consumption picture. A cold, wet summer can put brakes on iced tea drinking. A hot, dry summer can stimulate iced tea drinking.

The point is: *Whatever the other factors, such as weather, the Tea Council's drive is a guarantee that the industry will get more volume out of the summer than would otherwise be true. And over the long-run period, prodded by the campaign, the tendency will be for consumption to move upwards.*

Another tea man, a local packer, hinted that now that the big campaign was underway, all he had to do was ride along with it, letting it do the spade-work for him.

It would be nice if things worked that way. But they don't. As we pointed out in this corner last month, what a packer gets out of the campaign depends only on the amount of support he puts into it—in his own advertising, merchandising, publicity and promotion.


The fact is, efforts by the packers in each and every area in the country can be decisive. It is their salesmen, for example, who can try to break down, in face-to-face talks with grocers, blocks these retailers might have to an understanding that tea can be a very profitable part of their operations.

In other words, we think it's a mistake to feel the tea drive will solve the problem of consumption in this country quick and easy, just like that.

It's a sad mistake, because it's an attitude which might keep a tea man from continuing to back the campaign unrelentingly, with every ounce of energy.

The Tea Council itself does not, of course, consider the current campaign the last word, but only the prelude to other campaigns. The objective, let's remember, is a ten per cent increase in volume each year for the next five years.

That's a real challenge—and one which the industry has the capacity and ability to achieve.



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MEMBER: TEA ASSOCIATION OF U.S.A

Quality iced tea — quick service

Packers — tab this brass-tacks article, from the restaurant convention demonstration, "must reading" for your salesman

By OSCAR GORENFLO, Restaurant Merchandising Manager
The Tea Bureau, Inc.

Iced Tea, America's favorite cooler-offer, in fact one of America's own discoveries, is not only liked and consumed in great quantities by the American public today—but is the most popular mealtime iced beverage.

Two years ago we informed restaurants of the means by which they could bring the product formula-wise up to the necessary strength to have over-all public acceptance. That entailed nothing more than the use of two ounces of tea per gallon instead of the ounce per gallon and less, so generally served in American restaurants.

Many fine operators reported to us sales increases ranging from 40 to 200 per cent, with a resultant drop in food costs.

Food costs can be reduced by perfecting iced tea service, as the one extra ounce of tea used does not represent money. The sale of one extra glass of iced tea out of every gallon pays the added freight.

| | |
|--------------------------------|--------|
| Tea (two one-ounce bags)..... | \$.18 |
| Lemon (20 segments)..... | .10 |
| Sugar (30 spoons)..... | .06 |
| Ice (10 pounds ice cubes)..... | .10 |

\$.44

| | |
|--|--------|
| Income (20 servings at 10¢ or 4½ times the cost)..... | \$2.00 |
| Gross profit..... | \$1.56 |

These costs are all projected on the high side, and even so they produce for you, the restaurant operator, four and a half times on the ingredient costs. Something no other beverage can do.

Our surveys also tell us that the iced tea customer likes a large glass to be served him for, in his mind, iced tea has always been a large drink. In fact, at home the average consumer drinks two and two-thirds glasses at a meal. Your customers also like lots of ice. Use cube or cracked ice.

You will receive 25 servings from a gallon when using ten-ounce service, 21 servings when using 12-ounce glasses and 18 servings when using 14-ounce glasses.

Your profit spread will always remain high, and anyone can readily afford to put real "sell" in serving customers the best glass of iced tea on the street; for it is one item that you can express yourself with and take pride in serving.

Our tried and tested methodology of iced tea preparation will save you time, storage, labor and space—for when you sell lots of iced tea, it becomes a problem in many restaurants. I am referring to the concentrate method of preparation.

We have used an ordinary eight-gallon gas or electric urn, with one-quarter inch tubing piped from the urn to an insulated two-gallon container. One valve at the two-gallon container supplies controlled temperature water



M. R. Ahuja (center), newly appointed consul general of India in San Francisco, guest speaker last month at a Western States Tea Association luncheon, with PCCA President Ed Spillane (left), of the G. S. Haly Co., and Miller M. Riddle, of Thomas J. Lipton, Inc.

from the storage urn when the urn is 205° F. up to 212° F.

The well-insulated container is equipped with a stainless steel liner that keeps the concentrate in perfect condition after brewing up to four hours. A fast flow faucet that is easily cleaned is part of the unit, located at the bottom of the two-gallon container, allowing complete draw-off. A stainless steel basket is included for easy removal and drain-off of iced-tea bags. This means that it is possible to make up ahead of time a quantity of tea concentrate which can then be quickly diluted with water for supplying top quality iced tea, as needed, to the dispenser units at serving counters.

We have recommended the concentrate method of making iced tea because it saves labor, ice, time and storage space. The only difficulty with tea concentrate is that it must be kept above 130° F. until diluted with tap water, to avoid clouding of the iced tea thus produced. The insulation in this urn solves that problem.

How to start

To start preparation of the first batch of concentrate, be sure the urn is 212° F. and preheat the container by turning the valve at the thermo container and allowing a pint or so of boiling water to enter the thermo container to preheat the container. Draw off this preheating water. Place 16 one ounce tea bags or eight two ounce tea bags in the basket and insert in the thermo container. The concentrate is ready to be brewed.

Open the valve at the thermo container and allow one and a half gallons of 212° F. water to pass into the thermo container from the water urn. The amount of water can be determined by watching the glass gauge on the water urn. At the time of opening the valve, also take a watch

(Continued on page 47)

There's profit opportunity
for you in the great new

tea program

Best thing that ever happened to tea sales!...that's the unanimous feeling of thousands of grocers who have already put the new tea-selling program

to work in their stores. Put this big opportunity to work for your own brand of tea. Urge grocers to display tea with crackers or lemons for double-profit sales.

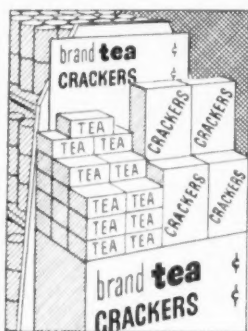
In the produce department

Tea sells lemons—lemons sell tea. Build displays of them in a fresh produce bin like this for two-way profit sales.



In the grocery department

Tea and crackers are a sure-fire combination for warm weather sales. See that they are displayed together in a heavy traffic spot where they'll catch the impulse buyers.



Promotion and more promotion for July!

Full-color bleed pages in—

LIFE—July 24 issue (out July 21)
LOOK—July 18 issue (out July 4)
SATURDAY EVENING POST—July 15 issue (out July 12)
COLLIER'S—July 8 issue (out June 30)

Plus big full-color ads in Sunday newspaper supplements—

Big full-color ads appear in dozens of leading Sunday newspaper supplements—July 16. In addition, dominant 1500-line black and white ads run in big independent newspapers in July. A total of 33 major newspapers on Tea's July schedule!

More and more tea packers and importers are cutting themselves in on the best thing that ever happened to tea sales. Are you? For full information about your profit-share in the new tea program write

tea council

500 Fifth Avenue, New York City 18

COFFEE AND TEA INDUSTRIES

Tea trends—past and to come

Costs of tea production must, somehow, be reduced before the time comes when production exceeds demand, warns Carritt Moran & Co., Ltd., Calcutta, in a review of the 1949-50 season.

Producers once again experienced a sellers' market, with prices maintained at a high level. We had the production of a record crop for North India, the reviewer points out, and we had a spate of orders from outmarkets with exports on a record scale. On the other side of the ledger, we had producers ever battling with problems of peculiar complexity, problems regarding transport, supply of equipment and stores, of coal, of tea chests, of fertilizers and other essentials and, lastly, the prime problem of ever-increasing costs.

The prosperity of the Indian tea trade is irrevocably linked with the United Kingdom, India's biggest customer, and with the continuation of bulk purchase the industry put its case squarely to the British Ministry of Food for an increase in price to cover the enhanced costs of production. This approach, however, failed, and the same allowances were made for a contract of 300 million pounds as ruled at the end of the 1948-49 season. Over and above this contract, the government again entered into a barter agreement with the U.S.S.R. for 11 million pounds of tea in exchange for supplies of wheat. The price was based on that offered by the Ministry of Food.

Dollars for India

These two contracts, coupled with the Ministry of Food contract with Ceylon for 150 million pounds, against only 90 million pounds in the previous season, meant that outmarkets were hard put to it to obtain their requirements in the auctions and, therefore, a sellers' market for 1949 was assured. Furthermore, it was fortunate for India that supplies of Ceylon tea were inadequate to meet their normal outmarket demand, as consequently prices on the Colombo auctions quickly rose to such a high level that many orders for Ceylon teas were diverted to Calcutta, enabling India to reap the benefit of enhanced dollar earnings so badly needed to bolster up her economy.

Good growing weather throughout the year resulted in another bumper crop for North India which was some 20 million pounds greater than the record established in 1948. Despite the larger outturn, which in many cases was produced with little or no additional machinery as compared with ten years ago, there was a marked improvement in the appearance of the dry leaf from all districts. The fact that there is a ready market for their produce and that costs of production appear to increase in each succeeding year has influenced many producers to resort to freer plucking and it is remarkable that despite this, such a noticeable improvement in manufacture has been brought about. That this improvement has been reflected in the prices obtained in the auction rooms is ample evidence that their efforts have been rewarded.

Tea, however, is passing through difficult times, and it may be that they will become more difficult before they are better. Government may be of the opinion that the industry can afford the present wage and dearness allowance levels but grave misgivings have been voiced by producers regarding the steep rise in production costs. The time is

fast passing when the industry can look for increased prices and, while employers would be reluctant to mar the present happy relations with labor, there can be little doubt that to safeguard the future of the industry costs must be reduced somehow. Already the low producing areas are feeling the pinch and not only have profits vanished but the wherewithal to replace outworn machinery and for necessary renovation programs no longer exists.

The increase in the basic wage rates, additional dearness allowances, the loss on concessional foodstuffs and the increased cost of essential stores, such as fuel, tea chests and cloth, together with higher freight rates and delays in transport have already increased the production costs of tea estates to such an extent that many of them are working at a loss even with prices at a record high level.

When prices fall . . .

What, then, when prices fall, as fall they must when the sellers' market is replaced by a buyers'?

The remedy cannot lie in increasing the yield per acre indefinitely, as this will only hasten the inevitable return to a buyers' market after which it will not be long before the weaker-placed estates, especially those in the low producing areas, will face bankruptcy. The importance of the tea industry to the nation's economy as an earner of foreign exchange needs no stressing, and the time is now ripe for government to extend a genuine helping hand to the industry. The measures which appear to be necessary are for government to refrain from further increases in labor earnings, to provide foodstuffs, cloth, etc., at controlled prices and to adopt without delay a more realistic attitude towards the import of tea chests. A more adequate allocation of fertilizers, especially sulphate of ammonia, would assist.

With the industry supported and sustained by government help, the increasing deterioration of affairs would be halted and more hopeful vistas for the future would be opened up. The tea industry in India would then be in a position to hold its own in the keen competition which is likely to materialize from other producing areas.

One aspect of the year's working which gave food for thought was that although prices were maintained at a



At one of the Tea Council's merchandising meetings in San Francisco, plans behind the "under pressure" drive are discussed by (from left) Ted Schwamb, advertising manager, Dwight Edwards Co.; Anthony Hyde, vice chairman, Tea Council, and managing director, Tea Bureau; and Kenneth Maxwell, Essex Advertising Service (Safeway).

high level, a number of estates with a low yield per acre were unable to make both ends meet. Costs of production, therefore, must be decreased somehow before the time comes when production exceeds demand.

At this stage, it is difficult to make any forecast regarding the price level likely to be established in 1950. On the one hand it is probable that Indonesia may be expected to step up its exports by some 20 million pounds and that given good growing weather the other major producing countries should again produce big crops. As well, it is unlikely that tenders to the Ministry of Food will be as large as those for 1949.

World consumption

On the other hand, world consumption appears to be on the up-grade. The effects of devaluation coupled with the sharp rise in coffee prices have given tea an unrivalled opportunity to gain ground in the United States and in Canada and this opportunity will not be lost by either the trade or by the International Tea Market Expansion Board.

The Middle East countries are fast becoming important consumers of tea, while in Africa and Egypt tea is becoming increasingly popular. The Australian's liking for tea is proverbial and, should controls be lifted, consumption may well increase, especially as the immigration scheme will have increased the tea-drinking population.

With so many unknown factors, it is as well to be cautious when making any forecast, but provided the trade is allowed to function smoothly, there is no reason why producers should not have another satisfactory season, especially as they will be receiving an extra 4d. per pound for all teas tendered to the Ministry of Food. Auction

prices, however, may not reach the extreme levels experienced in 1949.

A point that will bear consideration is that should there be any change in the value of the rupee, a fresh appreciation of the tea market would become necessary.

London auctions

Finally, some mention should be made of the possible reopening of the London tea auctions. In recent months there has been much speculation as to whether London auctions will be permitted in 1951. It is becoming increasingly apparent that the United Kingdom is not in favor of continuing with the bulk purchase of tea. We understand that a prolonged professional examination of the situation is now being made by the governments concerned.

The peculiar complexities of the problem make an easy solution difficult. The natural desire of producer countries is to handle their own product and thus benefit by the revenue so earned, but the United Kingdom, the largest consumer country, is naturally keen to reopen auctions in London once more.

U.K. buyers

There is no doubt that should the London market reopen in 1951 the demand from United Kingdom buyers for the better sorts of tea would be very strong indeed. The present system of allocation of teas to the leading dealers, although a very fair one, does not allow for competitive blending. The leading packers, once tea is free from control, would do their best to see that their packets contained the best value for money and competition would be intense to obtain the favor of the public.



IHW
TEA

ICED TEA MERCHANDISING

Are you making full use of the Tea Council's available, point-of-sale promotional material for your summer Iced Tea merchandising? Tie in your sales efforts with the national program and benefit directly.

IRWIN - HARRISONS - WHITNEY, INC.

TEA IMPORTERS

91 Wall Street, New York 5

50 So. Front St., Philadelphia 6
177 Milk Street, Boston 9, Mass.

111 No. Canal Street, Chicago 6
383 Brannan St., San Francisco 7

BATAVIA CALCUTTA COCHIN COLOMBO LONDON MEDAN SHIZUOKA TAIPEH

Tea industry's advertising fund, first set at \$1,000,000 has now reached \$1,600,000

The tea industry fund for advertising and merchandising, originally set at \$1,000,000, has now reached \$1,600,000, according to an announcement made by Robert B. Smallwood, chairman of the Tea Council.

Mr. Smallwood pointed out that this is an outstanding example of "partnership marketing," with businessmen in the United States joining hands with businessmen in other lands to increase foreign trade and the flow of dollars to democratic nations.

He also said that part of this fund is contributed by leading U. S. importers, packers and distributors, including: Aldine Paper Co.; Arnold & Aborn, Inc.; Bingham & Co.; Boukouris & Co., Ltd.; Arthur H. Earle & Co.; Brownell-Field Co.; Consolidated Grocers; Dannemiller Coffee Co.; DeHope Goldschmidt Corp.; Dwinell-Wright Co.; Albert Ehlers, Inc.; James H. Forbes Co.; Gravenhorst Trading Corp.; Hellyer & Co.; Irwin-Harrisons-Whitney, Inc.; Jardine Balfour, Inc.; Thoms J. Lipton, Inc.; McCormick & Co., Inc.; J. L. McCormick & Co.; National Urn Bag Co., Inc.; Rhode Island Import Export Co.; Salada Tea Co.; William S. Scull Co.; Seeman Brothers; H. G. Shimp, Inc.; Standard Brands, Inc.; Tetley Tea Co.; Henry G. Thomson, Inc.

Funds from growers, too

The additional funds are contributed by the tea growers in Ceylon, India, Pakistan, Indonesia and British East Africa.

Other packers are also supporting the Tea Council program by buying and distributing promotional material.

One hundred thousand of the nation's leading grocery stores displayed Tea Council material in June, including many voluntary cooperative and corporate chains, such as American Stores, Briardale Stores, Cardinal Food Stores, Clover Farm Stores, Colonial Stores, Council Oak Stores, Dixie Home Stores, Dot Food Stores, Eastern Co-op Stores, The Eavey Stores, Emmet Supermarkets, First National Stores, The Fisher Brothers Stores, Flagmaid Food Stores, HGF Stores, Independent Grocers' Alliance, Jack Sprat Food Stores, Jewel Food Stores, Kings Supermarkets, Kroger Stores, Loblaw Groceterias, Lovett's Groceterias, Market Basket Stores, Pick 'N' Pay Super Markets, Red & White Stores, Red Owl Agency Stores, Safeway Stores,

Shopwell Stores, Stop & Shop Stores, Super Value Stores, Table Supply Stores, Thrift (E) Stores, UBC Stores, U-Save Stores, White Villa Stores.

The Tea Council recently completed merchandising meetings in 40 key cities. These meetings held with local tea packers and grocerries, were the most extensive and successful meetings ever set up on behalf of tea.

The advertising and merchandising campaign started the latter part of May. Full color ads in Life, Look, Collier's and The Saturday Evening Post are being used in addition to full color and back and white ads in supplements in 34 newspapers.

National advertising, publicity backs National Iced Tea Week campaign

The campaign for this year's National Iced Tea Week, which takes place July 7th-15th, has been getting powerful support from magazine, newspaper and radio advertising and national publicity.

Tea Council ads in Life, Look, The Saturday Evening Post, Collier's and 32 newspapers carry mentions of Iced Tea Week. Local packers in all parts of the country who use newspaper space and radio time are also tying Iced Tea Week into their advertisements.

Margaret Whiting, singing star of radio, stage, screen and television has been selected National Iced Tea Queen. Miss Whiting is being featured in Chicago during Iced Tea Week, where she will call on Mayor Martin Kennelly.

Many coast-to-coast radio shows have been tied-in to this promotion. Steve Allen, the new CBS comedian, receives the tea industry award for being the person best portraying that "under pressure" feeling.

Special stories have been prepared by the department of information of the Tea Council for food editors, feature editors, city desks, photo desks, radio and TV programs. A complete photographic and mat service has been sent to over 3,000 publications.

The theme of National Iced Tea Week is: "When you're 'under pressure' relax with Iced Tea." The merits of Iced Tea as America's most popular mealtime beverage, as America's favorite cooler offer and as a truly American drink are being particularly stressed.

Various celebrities in photo and mat services showing that famous Americans get out from under pressure with iced tea.

GEO. C. CHOLWELL & CO., Inc.

Established 1876 — 73rd Year

"Whose name is known wherever tea is grown"

40 WATER STREET
4-6 COENTIES SLIP, N. Y. C.

TEAS

Member, Tea Association
of the U. S. A.

Agents U. S. A. for Alex. Lawrie & Co., Ltd., London, England; Balmer Lawrie & Co., Ltd., Calcutta, India; Betts Hartley & Hueft, Ltd., London, Calcutta, Colombo

U. K. to end bulk buying, reopen London Tea market, Minister of Food announces

The British government has decided to discontinue bulk purchasing of tea and to reopen the London tea market.

This news came as an announcement by the Minister of Food, Maurice Webb, to the House of Commons. The Minister told newsmen later that the government realizes tea is a commodity which is not particularly suitable for government purchase.

"We are working at the moment to see if we can find a scheme whereby early next year tea can be privately imported through the auctions and then put on the ration, subsidized and price controlled," he explained. "This is obviously a difficult job. We have never done it with any other commodity."

In the meantime, by June 22nd, India's tea growers had tendered about 243,000,000 pounds against the British Food Ministry's minimum requirements of 275,000,000 pounds, according to recent private sources. The final amount subscribed, however, is not expected to exceed 250,000,000 pounds.

It is estimated that eventual purchases from all chief sources (India, Ceylon, Pakistan and East Africa) will be in the region of 380,000,000 pounds, or barely sufficient to sustain the impending cut in the domestic ration to two ounces per head weekly when including catering establishments. Last year the Ministry's purchases were around 475,000,000 pounds.

Greenbrier is lovely in October

The Greenbrier, White Sulphur Springs, W. Va., is lovely in October, we were told last year by a hard-boiled airport manager there who confessed that was when he liked to go up in a plane and roam around the valley, drinking in the autumn coloring.

It's in October—1st through 4th—that the Tea Association of the U.S.A. will be gathering at the Greenbrier for the 1950 convention.

So—keep the dates clear.

While the U. K. tea consumer is having to bear the brunt of the shortcomings of the Ministry of Food, the decision to conserve supplies for the return to a free London market is heartening to the industry generally. The terms of the agreement reached with the Ceylon government for the 1950 bulk purchase is also going to make the change-over easier than it appeared. The prospect of receiving 75,000,000 pounds of tea from Ceylon was, until now, rather optimistic in view of the lateness in reaching the agreement. But tea planters on the island will be asked to supply 110,000,000 pounds not only out of their 1950 harvest, but out of the first three months of 1951. This latter quarter is the heaviest flushing period, and also when some of the best teas come on the market.

Hyde names Baxter, Gorenflo

Anthony Hyde, Managing Director of the Tea Bureau, Inc., announced that Fred Baxter has been appointed grocery merchandising manager and Oscar Gorenflo has been appointed restaurant merchandising manager, assisting James Booth, director of merchandising.

Branch Sales

Offices:

BOSTON

CHICAGO

SAN FRANCISCO

Tea Importers

HENRY P. THOMSON, INC.

120 Wall Street

New York 5, N. Y.

Member: Tea Association of the U. S. A.

Tea Movement into the United States

(Figures in 1,000 pounds)

| | April 1949 | May 1949 | June 1949 | July 1949 | Aug. 1949 | Sept. 1949 | Oct. 1949 | Nov. 1949 | Dec. 1949 | Year 1949 | Jan. 1950 | Feb. 1950 | Mar. 1950 | April 1950 | May 1950 |
|---------------|---------------|--------------|--------------|--------------|--------------|---------------|--------------|--------------|--------------|---------------|--------------|--------------|---------------|---------------|---------------|
| Black | | | | | | | | | | | | | | | |
| Ceylon | 3,269 | 2,821 | 3,461 | 1,297 | 3,270 | 1,595 | 1,224 | 2,946 | 2,465 | 31,828 | 2,179 | 1,825 | 5,179 | 2,987 | 3,985 |
| India | 3,170 | 2,012 | 2,190 | 1,357 | 3,079 | 2,400 | 4,477 | 3,285 | 3,718 | 34,368 | 4,528 | 4,763 | 4,290 | 3,850 | 3,709 |
| Formosa | 247 | 109 | 187 | 92 | 460 | 1,017 | 977 | 1,160 | 790 | 6,442 | 329 | 431 | 265 | 301 | 331 |
| Java | 1,058 | 1,280 | 889 | 848 | 1,182 | 521 | 361 | 572 | 197 | 9,375 | 544 | 735 | 838 | 872 | 1,335 |
| Africa | 1,232 | 376 | 1,186 | 382 | 742 | 304 | 418 | 295 | 111 | 5,423 | 200 | 423 | 135 | 708 | 1,159 |
| Sumatra | 271 | 248 | 107 | 180 | 261 | 215 | 109 | 36 | 51 | 1,853 | 144 | ... | 58 | 100 | 153 |
| Congou | 27 | 13 | 61 | 33 | 45 | 49 | 18 | 1 | 2 | 444 | 6 | ... | ... | ... | 1 |
| Misc. | 32 | 7 | 1 | 17 | 28 | 7 | 39 | 32 | 39 | 256 | 17 | 60 | 19 | 165 | 165 |
| Green | | | | | | | | | | | | | | | |
| Japan | 418 | 11 | 16 | 345 | 730 | 1,152 | 546 | 316 | 93 | 4,223 | 92 | 241 | 58 | 107 | 66 |
| Ping Suey | 38 | 18 | 31 | ... | ... | ... | ... | ... | ... | 169 | ... | ... | ... | ... | ... |
| Misc. | ... | ... | 1 | 1 | 1 | ... | 1 | ... | 28 | 34 | 2 | 22 | ... | ... | ... |
| Oolong | | | | | | | | | | | | | | | |
| Formosa | 2 | 17 | 12 | 54 | ... | ... | 94 | 181 | 84 | 530 | 33 | 55 | 11 | 42 | 3 |
| Canton | 6 | 5 | 12 | 20 | 14 | 18 | 16 | 15 | 20 | 166 | 4 | 7 | 8 | 9 | 8 |
| Scndd Cntn | 12 | 6 | 20 | 15 | 9 | 14 | 11 | 14 | 21 | 150 | 13 | 7 | 3 | 6 | 5 |
| Mixed | 8 | 5 | 3 | 13 | 6 | 19 | 5 | 12 | 26 | 134 | 4 | 7 | 8 | 3 | 4 |
| TOTALS | 9,790 | 6,932 | 8,177 | 4,654 | 9,827 | 7,312 | 8,296 | 8,865 | 7,645 | 95,393 | 8,095 | 8,576 | 10,872 | 9,150 | 10,924 |

Figures cover teas examined and passed, do not include rejections. Based on reports from U. S. Tea Examiner C. F. Hutchinson.

Quality—quick service

(Continued from page 41)

or clock time notation, or better still, start a food timer set for a ten-minute ring.

Time is very important, and under no condition brew the tea leaf bags over ten minutes, as over-brewing destroys the flavor of the product.

It is not necessary to use a battery hook-up, for any thermo urn that is portable can also be used. When using a portable thermo container, just place the container under a spigot of hot water and draw off directly into the container one and a half gallons of boiling water. Replace the cover and set aside for ten minutes.

Remove the insulated cover of the thermo container and by use of a large spoon or hook, remove the tea infusion basket after slight agitation. Replace the insulated cover. One gallon of concentrate remains in the thermo container, as a half gallon of water has been absorbed in the brewed leaf. This concentrate will now remain in perfect condition for future dilution for four hours.

Any small service container can be used to draw off concentrate from the thermo container.

Place seven parts of cold tap water in your service dispenser and add one part of hot concentrate to the water. Dilution can be made on any unit of measure from one ounce to seven ounces, up to one gallon concentrate to seven gallons of water. The one gallon of concentrate produces eight gallons of ready-to-serve iced tea.

For speedy service, the fast flow faucet allows you to draw off from the dispensers many glasses of iced tea. Fill a ten- or 12-ounce glass with ice cubes or cracked ice to the top of the glass. Draw off from a dispenser the room temperature prepared tea directly onto the ice in the glass.

Garnish with one-eighth of a segment of lemon and serve. Dressing up the product with a spring of mint dipped in super-fine sugar makes the ten-cent drink look like a 50 cent or \$1.00 drink.

Remember the profit you can pile up on this great American beverage, which lends itself so easily to waitress

(Continued on page 53)

FREDK. EDWARDS & SONS

120 WALL STREET, NEW YORK

MEMBER: TEA ASSOCIATION OF THE U.S.A.

TEAS

AGENTS FOR

GEO. WILLIAMSON & CO.
LONDON, ENGLAND

WHITTALL & CO.
COLOMBO, CEYLON

CHUN HO COMPANY, LTD.
SHANGHAI, TAIPEH

WILLIAMSON, MAGOR & CO.
CALCUTTA, INDIA

W. P. PHIPPS & CO.
BATAVIA, JAVA

MANUEL SARAIVA JUNQUEIRO
MOZAMBIQUE, PORTUGUESE E. AFRICA

Tea leaves

pointed comments by a tea trade dean

By ROBERT A. LEWIS

What's in a name?

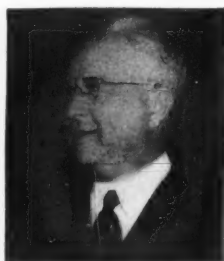
Much has been said and written pro and con concerning the application of the words "Orange Pekoe and Pekoe" appearing on many labels of black tea, both packaged tea and tea balls, in connection with proprietary brand names.

Years ago technical tea men, experts from abroad, would often remark "Why use words, descriptive of leaf sizes resulting from screening unassorted fired tea?"

This screening is accomplished by mechanical vibration of the finished dry leaf through sieves of varying mesh. Then the tea is sorted into grades, the leaf of each grade being even and uniform and true to type.

The usual grades of black tea are:

1. Flowery Broken Orange Pekoe, consisting of the smallest, youngest leaf with some tips, the original buds, plucked.
2. Broken Orange Pekoe, a small leaf with a few tips, also of even size.
3. Orange Pekoe, a second youngest leaf, long, hard and wiry.
4. Pekoe, a medium size black leaf with a twist.
5. Souchong, a larger, bolder size leaf.
6. Fannings, the finer granulation of leaves broken up in the course of manufacture.



Robert A. Lewis

Thus it may be seen that the term Orange Pekoe (or Pekoe) is merely a grade of tea denoting a leaf size, and it may be of superb, medium or poor quality, according to the elevation at which it has been grown and picked for market.

While these are well known facts to tea packers, the trade continues to use these terms. Certainly at this late date it would be unwise to attempt a change, unless every packer unanimately agreed and made the change simultaneously.

Even so, what would be the advantage? Surely nothing "saleswise" would be gained by eliminating "Orange Pekoe" and "Pekoe" from tea labels—and, as we shall point out, they have become part and parcel of the tea business of the United States.

Here is the history, in a nutshell, of this situation.

It is now more than 50 years since tea companies in this country first adopted those likable and pleasant-sounding names. During this long period there have been frequent attempts by packers to delete the words "Orange Pekoe and Pekoe" from their labels because of the apparently misleading interpretation given them by the public. But consumer tests and surveys conducted at heavy expense definitely showed that packages of the identical blend and brand name—but without the words "Orange Pekoe and Pekoe"—sold very poorly or not at all. The tests demonstrated conclusively that these words are fixed in the tea-buying habits of the American housewife and conform to her ideas of what should appear on the tea label.

Our first acquaintance with this phrase in advertising media came in 1899. It had then been in use for about six years, hence we infer that the term started about 1893. At that time it applied to black teas from Ceylon and India labeled "Orange Pekoe." The word "Pekoe" was added subsequently. These same descriptive terms were already being used extensively on the tea growing estates and still are, although actually the origin was Chinese.

The Century Dictionary (1890) gives the following definitions:

"Pekoe (pe-ko), n. (Also peckoe, pecco; (China: In (Continued on page 50)

BOUKOURIS & Co., LTD.

80 BROAD STREET, NEW YORK 4, N. Y.

QUALITY TEAS

MEMBER: TEA ASSOCIATION OF THE UNITED STATES OF AMERICA

Dominic J. Vaskas

79 Wall Street, New York 5, N. Y.

Tea Broker

Member: Tea Association of U.S.A.

Packages with "sell"

By **EGMONT ARENS, President**
Society of Industrial Designers

(Mr. Arens, one of the country's top designers, presented these thoughts to a panel at the Packaging Conference of the American Management Association, held in conjunction with the National Packaging Exposition.—Ed.)

The really smart boys are taking a new look at their packaging, because it is advertising at the point of sale in a market which is moving more and more to self-service selling.

The art of color reproduction in the last few years has reached such perfection, pictures of merchandise shown in magazines are so life-like and so attractive, that the picture has almost as much selling power as the merchandise itself.

The most luscious foods are depicted so that you can almost eat them off the page. The texture of textiles is reproduced so faithfully that you can almost feel it. And such things as household appliances are shown with such fidelity of detail that the housewife can make her selection right from the printed page.

One after another of the label printers improved their techniques so that they could produce high fidelity reproduction for the packaging field.

The folding box people recently followed suit and you can now buy as high as 200 screen printed directly on board.

In other words, the suppliers in the packaging field now stand ready to put into your hands one of the most powerful selling tools that has ever been available in retail merchandising. These mouth-watering reproductions of foods that you see on the cans and boxes in the super markets are undoubtedly getting the business.

The more pictures you print of delicious dishes which can be made with the contents of a package, the faster the package will sell. Not only the front of the package should have this super deluxe appetite appeal, but also the sides and back, because women in self-service stores today often read the package on all four sides—the way they read the pages of the magazines. I know because I spent hours standing in a supermarket observing how the women do their buying. When they see a beautifully illustrated recipe of something they would like to make for supper, they buy the package.

One of the things that strike you on those brightly colored pages in the magazines is the fact that in addition to luscious representations of the products, the packages themselves are being featured more and more, and larger and more prominently on the page.

You will notice that those packages which are being so featured are packages which have been recently redesigned. Two objectives dominated the redesign program. One was that these packages have in most cases been keyed for self-service selling; and secondly, that they have been keyed for their impact on the advertising page.

Today a good package designer knows that if he can create

a package which will stop traffic in a retail store, it will also command attention on an advertising page.

The advertising agencies have been begging for more colorful packages for a great many years, packages they could use prominently in their ads. Now, thanks to self-service selling, they are getting that kind of package. And, let me add, it's about time!

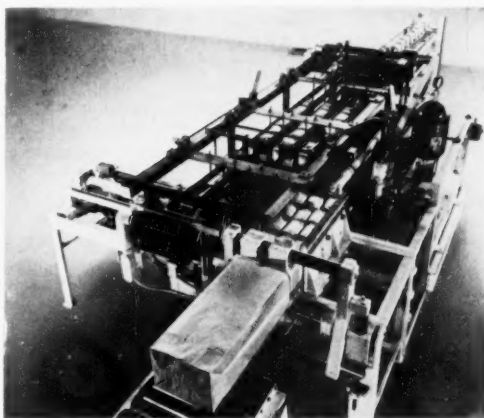
And let's not forget television. Many advertisers on TV have discovered that their packages failed to come across. A good modern design fares much better and now that color TV is not far away, the telegenic attributes of your package cannot be over-emphasized.

How much relative space are you going to give your trademark as against your appetite-appeal vignette?

My experience has been that a great many manufacturers have blown up their trademark at the expense of the vignette. The point I would like to make here is that a vignette can be given plenty of impact with the proper handling, even though reduced in size. The trick is to keep the color vignette as large as possible; and to get trade-mark identity not by size, but by hitting power—on the same general principle that a bullet can do more damage than a boxing glove.

I would like to make one other point that I think is important. It is now established practice in all types of merchandise to tell all about what is in your package. This is called *informative* labelling. And it has been profitable to tell the complete truth.

This consumer information has been set forth in what I think is a rather dull and uninspired way. It lacks glamour and sales appeal. It seems to me there is a big opening here



This new machine, developed by the engineering and machine division of the St. Regis Paper Co., automatically folds, glues and seals large multiwall paper shipping sacks containing small consumer-size bags. It's a natural for bag coffee operations.

for good copywriting. There is no reason why the information about your product, as set forth in the informative label, cannot be a sales asset. Tell the story of what is in your package in such language that people can hardly wait to open it up.

I have tried to give you a few hints as to how you can increase those impulse purchases at the point of sale, the kind of thing that makes the cash register go ting-a-ling and keeps the re-order clerk busy.

Packettes

Western Exposition: "Quality Protection" has been selected as the theme for the nine conference sessions to be held in conjunction with the third Western Packaging and Materials Handling Exposition, scheduled for August 16th-18th in San Francisco's Civic Auditorium.

PMMI: The Packaging Machinery Manufacturing Institute will hold its 18th annual meeting at the Homestead, Hot Springs, Virginia, September 23rd-26th. . . . Edwin H. Schmitz, general sales manager, Standard-Knapp, Portland, Connecticut, is chairman of the program committee, according to an announcement by Wallace E. Coughlin, Vice president, Pneumatic Scale Corp., who is president of the Institute.

People, Firms

Continental Can: The board of directors of the Continental Can Co. has announced five top management promotions as a further step in the company's policy to decentralize responsibility for operations within the domestic metal container and crown cap divisions.

T. C. Fogarty, formerly vice president in charge of sales, has been appointed executive vice president, metal division, reporting directly to the president, Hans A. Eggers. Promoted to the newly created posts of division vice presidents are Reuben L. Perin (eastern division), formerly general sales manager; William M. Cameron (central division), formerly central division sales manager; and Sherlock Mc Kewen (pacific division), formerly secretary and treasurer. All will report to Mr. Fogarty. Loren R. Dodson, formerly assistant secretary and assistant treasurer, has been named secretary and treasurer.

General Lucius D. Clay, chairman of the board, explained that Mr. Fogarty will coordinate the efforts of the three division vice presidents, each of whom will have under him a sales manager and a manager of manufacturing. In the case of Cuban operations, the general manager will report to Mr. Perin. Reporting to Mr. Fogarty also will be the general managers of metal container sales, manufacturing, cannery equipment service, and crown and cork operations.

New Literature

Filling Machines: "Modern Filling Machines" is the title of an illustrated, four-page folder just issued by the Stokes and Smith Co., Philadelphia, subsidiary of the Food Machinery and Chemical Corp.

The folder describes various types of filling machines, semi-automatic and fully automatic, for filling all kinds of powdered and granular products in various sizes and shapes of containers.

Lewis: "What's in a name?"

(Continued from page 48)

Cantonese pronunciation, pak-hae) black tea, so called because the leaves are picked young with the down still on.

Orange Pekoe (or anj-pe-ko), n. A black tea from China, of which there is also a scented variety."

Websters, New International Dictionary, second edition, unabridged, states:

"PE' KOE—Formerly a tea made from the first three leaves on the spray; now in India and Ceylon a tea with approximately the same size leaves obtained by screening fired tea."

In those early days, a half century ago, no attempt was made in the U. S. to control the term "Orange Pekoe," and any packer could use it without infringement for it could not be copyrighted. It was not until 1924 that the U. S. Department of Agriculture issued a ruling defining the correct application of the phrase "Orange Pekoe and Pekoe" on packages containing blends of India, Ceylon, Java and Sumatra teas. Ten years later the department amended its earlier decision and ruling to include black teas from other countries, provided said teas were also of the cold-fermented type and leaf manufacture.

Since its inception in 1897, the U. S. Tea Law has been very useful, and for the most part it has been carefully lived up to, without policing by the department to any great extent. We are indeed fortunate to have this wholesome pure food law, for it is a great protection to the public and to the tea industry from any intentional misbranding or misuse of the term "Orange Pekoe and Pekoe," or adulteration with spurious leaf teas not cured by the recognized cold-fermented method of manufacture.

It has been said before, and can be said again, that the U. S. tea trade is a respected and leading example of an industry cooperating with government under our democratic system to safeguard the tea drinkers of America—a big reason why no other country in the world enjoys higher quality tea than the United States.

New York trade tees off . . .

(Continued from page 27)

and a half ago, who got a big hand as he went up to the head table for his prize.

Guest prizes were captured by W. P. Morse, M. O'Callaghan, W. French, W. Van Rooy and J. Ostendorff.

In the first softball game, the Green Dragons, with Fred Schoenholt pitching, edged out the White Demons 8-7 in a hard-fought battle that wasn't decided until the last inning. Ralph Lombardi captained the winning team, Elliott Burt the opposition.

In the second game, Timothy Horan took over as captain of the White Demons, but the Green Dragons were riding high and couldn't be stopped. They rolled the White Demons under 15-7.

At the dinner, softball prizes were awarded to H. Zacks, J. O'Loughlin, E. A. Karl, F. O. Sternzenback and R. Balzac.

Another 31 awards, also donated by coffee firms and allied companies, went to holders of lucky numbers picked as door prizes.

Handling the arrangements for the Oradell event were, for the roasters, Jerome Neumann, Edward Aborn, Fred Kohn and R. B. Sasceen; for the greens, Durand Fletcher, Ed Washa, J. F. Sullivan, J. P. Norton and George Sasceen.

THE FLAVOR FIELD

Section of Coffee and Tea Industries, formerly The Spice Mill

Spice men like new convention

This year, for the first time, America's spice men took their annual convention to a resort site—and found they liked the idea of "whistling while they worked."

About 225 members of the American Spice Trade Association, guests from allied fields and wives gathered at the Shawnee Inn, Shawnee-on-Delaware, Pennsylvania, for the organization's 44th annual meeting and convention.

Previous spice conventions were mostly business, with little or no play. The decision to go to Shawnee, a bold change from a long-standing tradition, turned out to be a wise move. In the resort site atmosphere, the conventioners relaxed, got to know each other better and at the same time were able to concentrate effectively on policy matters at the business sessions.

The 1950 event has undoubtedly set a "whistling-while-working" precedent for future ASTA conventions.

The Shawnee conclave voted to continue the research and publicity stamp contribution plan for another year.

Progress during the past year in ASTA's research program was reviewed by Arthur N. Prater, of Gentry, Inc., Los Angeles, chairman of the research committee.

The publicity program was covered by M. L. Van Norden, of Van Norden & Archibald, New York City, chairman of the committee to increase the use of spices. Bernard Lewis, vice president of Publicity Associates, Inc., ASTA's public relations counsel, showed some of the con-



President Schlichting



Executive Sec'y Winter

crete results of the publicity activities—magazine articles, newspaper stories, radio programs and special events which reached millions of home-makers last year with the story of spices.

Adjustments of some of the clauses in the association's contracts were approved on the report of Edward B. Polak, of the Polak Trading Company, Inc., New York City, chairman of the contracts committee.

From the time Lester W. Jones, of McCormick & Co., Inc., ASTA president, rapped the gavel for the opening session, right through to the close, the convention stayed remarkably on schedule.

One reason was probably the showing of a movie Monday, Tuesday and Wednesday mornings, prior to the start of the meetings. When the lights came on after the movie, there the conventioners were, Executive Secretary Ernest H. Winter explains, and there was no need for the usual search of the hotel to scrape up a quorum.

The movies shown were "For Us the Living," the story of the Food and Drug Administration, "America's Heritage of Hospitality," produced by the National Restaurant Association, and "Stuff for Stuff" and "Round Trip," celebrating International Trade Week.

President Jones urged the conventioners to respond to "the fifth freedom," or "the freedom of responsibility," by taking an active interest in politics.

"I fully realize that businessmen look upon politicians with distrust and disinterest," he said. "By choice we avoid participation in politics and government, and many of us go so far as to veto participation in these activities by any of our subordinate executives or employees, the assumption being that it takes time and energy from business duties and may develop enemies for the business of political contact. Needless to say, this attitude is basically unsound in a democracy and is a perfect example of dis-



Bowlers in ASTA's convention tournament included (standing, from left) Lloyd M. Trafford, Chas. T. Wilson Co., Inc., New York City; John Diedolf, Diedolf & Rochford, New York City; Norman Dillingham, D&L Slade Co., Boston; Kenneth Billhardt, of Philip Billhardt, New York City; M. H. Rawies, East India Trading Co., Inc.; New York City; Jack Beane, McCormick & Co., Inc., Baltimore; Walter Archibald, Archibald & Kendall, Inc., New York City; Val Fischer, Dodge & Olcott, Inc., New York City. Kneeling (from left) are Jack Bond, Wilson Spice Co., Chicago; Alfred Harris, Alfred Harris, Inc., Los Angeles; and George Nowland, Geo. H. Nowland Co., Cincinnati.

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regard of the freedom of responsibility."

The convention also heard talks on various spices by ASTA members. Gerry Leonard, of C. M. Van Sillevoldt, Inc., New York City, talked on cloves, while John J. Frank, of the Frank Tea and Spice Co., Cincinnati, and Richard Becker, of the Becker-Mayer Seed Co., Inc., Brooklyn, discussed chilies.

At the final business session, Harry J. Schlichting, of B. H. Old & Co., Inc., New York City, was elected president of the association for the coming year.

Mr. Frank was named vice president and Robert E. Sayia, of A. A. Sayia & Co., New York City, was re-elected treasurer.

Retiring President Jones was named a director, the term expiring in 1952, as was M. H. Rawjee, of the East India Trading Co., Inc., New York City.

The convention also chose these directors, for terms expiring in 1951: Frank Wolf, Wolmet Raw Products Co., New York City; T. Bernard Jones, The R. T. French Co., Rochester, N. Y., as chairman of the grinders' section; Mr. Leonard, as chairman of the dealers' section, and Mr. Polak, as chairman of the agents' and brokers' section. William L. Mac Millan, Woolson Spice Co., Toledo, Ohio, continues as a director for the same term.

Arbitration committee

Elected to ASTA's arbitration committee for one year terms were: L. J. M. Wezenaar, Catz American Co., Inc.; E. H. Sennhauser, Volkart Brothers, Inc.; William E. Squires, McCormick & Co., Inc.; William Archibald, Jr., Van Norden & Archibald; and Arthur G. Dunn, all of New York City.

Named as alternates to the arbitration committee were: C. H. de Jong, C. H. de Jong, Inc.; S. R. Van Gelderen; Paul D. Hursh, Durkee Famous Foods; John W. Blake, Charles T. Wilson Co., Inc.; and Karl H. Landes, Karl H. Landes, Inc.

From the reception Sunday afternoon on the terrace overlooking the golf course to the wind-up banquet and dinner dance Wednesday night, the social program was a huge success. Not even rain all day Tuesday could dampen the conventioners' enthusiasm.

Some of the social program spilled over into the business sessions, making for a refreshing change of pace. The report of the contract committee was followed by a Professor George Kelvin, introduced as an instructor in contract law at Columbia University. It took some while for the convention to grasp that the professor's profound but puzzling remarks were nothing but double-talk, and then the meeting exploded into a roar of laughter.

In another double-talk, "Professor" Kelvin, now revealed as Al Kelly, explained to a hilarious luncheon the details of some of his interviews with Washington big-

(Continued on page 56)

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COFFEE AND TEA INDUSTRIES

The essential oil market

By H. P. WESEMANN, President
Essential Oil Association of the U.S.A.

(A cogent review of citrus oils, spice oils and general flavoring oils, from an address at the Atlantic City, N. J., convention of the Flavoring Extract Manufacturers' Association.—Ed.)

To consider all essential oils, which you in your industry (flavoring extract manufacturing) require, would take up entirely too much time. It must suffice to restrict my remarks to a few of the most important ones. For the sake of convenience, I would like to divide the oils into three groups, namely:

1. Citrus Oils.
2. Spice Oils.
3. General Flavoring oils.

As you know, Italy has now signed the Anney Pact which, becoming effective 30 days after being signed by the president, reduces the import duty of oil of lemon from Italy from 25 per cent ad valorem to 12½ per cent ad valorem. Whether this will have any influence on the price of American lemon oil remains to be seen. Domestic producers of this oil have gathered voluminous statistics and economic information to plead with our government to leave import duties undisturbed, but to no avail. But even before there was any assurance that Italy would sign, prices of Italian lemon oil advanced to more than offset any possible saving in duty, leaving the American consumer in a status quo or worse.

Strange as it may seem to us, Italian shippers of essential oils are convinced that the lowest standards for lemon oils exist in the U.S.A. and that buyers here are far less critical of quality than anywhere else. Well, to us it seems that certain Italian shippers are certainly feeding into this market a wide variation of compounds under the title "Oil of Lemon U.S.P." The general formula under which such compounds are prepared is no secret. The main ingredients are: turpentine fractions, terpenes and citral and, at times, even lemon oil is added.

Needs careful examination

Careful examination of such importations is indicated. Unfortunately, there is no chemical analysis known to expose such mixtures. It is up to us to protect the American user of oil lemon and to supply him with a pure and high-class product.

The domestic oil meets all these requirements and, in addition, is of uniformly good quality. As far as is now known, there should be no shortage of lemon oil this year, although there was a very severe freeze in the citrus belt in California a few months ago. The result so far has been that lemons are higher in price and not of as good a quality as we are accustomed to.

In regard to orange oil, the position is different. Italy is a large buyer of American oil and not a supplier here. Huge production of this oil keeps the price at salvage level. As a

matter of interest, if oranges had to be purchased for the sake of oil production alone, one pound of oil would be worth \$86.00. As you know, business in frozen juice and concentrates has grown tremendously. The modern equipment used in their manufacture obtains orange oil practically as a by-product, hence, the low price.

About one-half of this year's production of oil grapefruit is much better in quality than in the last two years. But, after all, oil of grapefruit plays only a very minor part in your industry. The same holds true for oils mandarin, tangerine and bergamot.

Last year, I mentioned to you that oil limes was very firm and in exceedingly short supply. My competitors told me later they succeeded in booking some very nice business at that time. I am sorry, but the picture has not changed much. Good quality lime oil continues to be difficult to obtain, no producer will quote for forward deliveries. Production in Mexico has just about started and will reach its peak in July. No reliable information as to the size of production is available, but indications are that prices will continue high and that perhaps 50 or 60 tons of oil might become available. The islands will only be a minor supplier as far as this market is concerned, and their price ideas are ahead of the Mexicans. So far, expressed oil of limes has not advanced in price commensurately with the distilled, but the expressed is used to a much smaller extent than the distilled.

Different method

The black fly, which is causing so much damage in Mexico, continues to spread in certain localities and in others has been more or less successfully controlled. A rather important quantity of distilled oil has been produced by a different method, but the character of this oil is not so desirable for flavoring purposes. Now, more than ever, the quality of lime oil has to be very carefully examined.

In considering the next group, that is spice oils, we must bear in mind that, naturally, the price of these oils is directly dependent on the price of the spice itself. Unfortunately, disturbed political conditions, social upheavals and governmental controls or any one of these have created a somewhat chaotic condition. The consumption of pepper in this country is estimated at about 1,000 tons per month with only 3,000 tons available until December of this year. What happened to the price is well known: white pepper, \$2.40 per pound; Malabar, around \$1.45; Lampong, not available; and Tellicherry, only talked about. Why oil of pepper is very high in price is obvious.

Good quality and good yielding nutmegs are difficult to obtain. I refer to the East Indian variety, which is the really important nutmeg. The average time of importation is about 120 days, and we distillers of oil must look far ahead, often to our sorrow.

Our main supplier of coriander oil remains the Soviet Union; I have yet to find anyone who can predict a price trend, availability or anything else about this oil.

A high export tax on cardamoms has increased the cost of this oil, which is now at such a level that, of necessity, consumption will decline.

Many and rather confusing reports are circulated about





Officers, directors and active members of the Fritzsche "Quarter of a Century Club" at a dinner honoring Vice President John H. Montgomery on his 25th anniversary with the firm. Front row (from left): F. L. Hilbert, J. H. McNamara, D. A. Neary, H. P. Wesemann, Mr. Montgomery, President F. H. Leonhardt, Miss Mary A. Neary, Dr. Ernest Guenther, Fred H. Leonhardt, Jr., and G. A. Wohlfort. Back row from left): A. Wardman, E. B. Anderson, F. H. Lenz, E. W. Keller, F. F. Miller, W. E. Schedy, Miss Anna M. Venice, William Barnes, William Keller, Charles Schneider, D. W. Bertodatti, T. J. Coyle, Miss Anne M. Cunningham, A. N. Howlings and F. E. Riley.

cloves. British horticulturists claim many trees have died, others stopped yielding and the future looks discouraging. All we know is that prices are very firm and high. The distiller of clove oil here never had a lucrative business and conditions now are worse than ever.

Ginger has been very erratic. Supplies in Jamaica are limited and prices are bid way up, particularly in England, which also controls the African ginger. Every purchase of root here seems to again firm up the market.

Cassia oil

Cassia oil from China is in very short supply. Sorry, we know nothing about the future. A fact is that shippers who always offered 10, 20 and 30 drum lots now restrict their offers to two or three drum lots, an expensive way to import and rectify oil cassia.

Anise oil is in somewhat better supply. The rumor is that the "People's Government" in China will force the merchants

to "subscribe" to a governmental loan, the basis of size of subscription to be warehouse stocks of merchandise. Hence, the desire of holders of oil anise to export as much as possible; result: a softening of the market here. However, a slight reversal already has set in.

Peppermint oil

The most important oil in the third group is oil peppermint. It is known that two successive, unfavorable growing seasons left much to be desired in regard to the quality of the oil produced. It is too early to know anything about this year's crop. Wet weather made it impossible to cultivate the fields at the usual time. It is predicted the season will be at least three weeks later than usual. Furthermore, the large growers, especially, rotate their crops, and this will result in a loss of about 100,000 pounds of oil against last year from the middle West. To judge by contracts placed so far, very little price reduction can be expected from

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present levels, unless the size of the crop to be grown should dictate otherwise.

Oil spearmint should be in ample supply, production being somewhat in excess of demand, leaving the price perhaps somewhat soft; present price levels are just about equal to production cost last season.

The consumption of oil dill continues to increase. The oil is usually produced by the mint growers, but is somewhat easier to produce and, therefore, cheaper. If sufficient quantities are grown, there should be no shortage, although in most sections the fields have not as yet been planted. Much of the erratic price behavior of oil dill could be avoided if users of it were to cover their requirements to such an extent that they need not enter the market just prior to the distillation of the new crop, which is around August. Urgent requests for oil—which appear regularly at that time—always give producers exaggerated price ideas and we all are compelled to pay higher prices.

Sassafras oil

Oil of sassafras is in very short supply, although prices have not advanced. Production is being increased and there should be relief in the near future.

In laying before you some of our difficulties, I hope I have not wearied you. It has not been my intention to draw a gloomy picture. On the contrary, I can state that business in our industry has been good and you have helped us to make it good. We are ready to continue to serve you and if, at any time, we should fail to do this, please understand it is simply a mistake of the head and not of the heart.

Seek spice wives' favorite recipes for luncheon

ASTA is trying to wheedle America's spice men into wheedling favorite recipes from their wives—to use as the basis for the publicity luncheon, which is to be held October 25th.

There is, we understand, some reluctance, but we don't know whether it's on the part of the wives in giving out with the recipes or on the part of the husbands in asking for them.

Irish names Basilieres manager for Eastern Canada

Harold A. Irish, secretary of F. Ritter & Co. (Canada) Ltd., with headquarters in Vancouver, B. C., has appointed Gaston Basilieres, Montreal, as company office manager for Eastern Canada. Mr. Basilieres has been associated with Dr. Alexander Katz, President of F. Ritter & Co., covering the flavoring and perfume fields for many years.

Quality-quick service

(Continued from page 47)

mention and to promotion in all restaurants.

We believe the use of such preparation equipment by those who sell more than eight gallons of iced tea at any one meal period will materially cut handling costs, reduce storage space, cut down on accidents from boiling water, and expedite the service of home-made, full-flavored iced tea.

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JULY, 1950



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Spice men like new convention

(Continued from page 52)

wigs and other prominent people.

Bowling, the traditional sport at ASTA conventions, was played at the American Legion headquarters in East Stroudsburg, Pennsylvania. Winner of the men's tournament was Fred Jungbluth, who joins three winners of previous tournaments with a leg on the Lloyd M. Trafford Bowling Trophy.

In the ladies bowling contest, a tie for first place was shared by Mrs. Michael Corio and Mrs. F. J. Fahrenkamp.


With facilities for golf right at hand at Shawnee, the conventioners took to the tournaments with enthusiasm. The lowest gross for men was chalked up by George F. Henschel, lowest net by Paul D. Hursh and C. A. P. Van Stolk; winner of the kicker's handicap was Michael F. Corio.

Best man in the hole-in-one contest was George Nixon, who was awarded a trophy donated anonymously in the memory of Thomas F. Burns. Mr. Nixon, in a warm-hearted gesture, presented the trophy to the son of the late Mr. Burns, Thomas F. Burns, Jr.

The ladies got their licks in on the golf course, too, and did right well at it. Mrs. J. Skee came out ahead in the hole-in-one tournament, Mrs. Walter Archibald in the putting contest.

In charge of the recreation program was John W. Blake, who carried on despite a tooth infection that would have put lesser men on their backs. Assisting Mr. Novak as vice chairman was J. Novak, and also on the committee were R. A. Favenza, Thomas F. Burns, Jr., and F. W. Matthei.

William Archibald, Jr., headed the over-all convention committee, which comprised A. Joyner Beane, Mr. Blake, Carl A. Bruch, Mr. Matthei, Charles F. Mayer, Robert F. Sayia and Mr. Schlichting.



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PCCA draws lessons

(Continued from page 11)

Dalton, Dalton Coffee Co., Long Beach, 99-30-69; second low net—Robert Quinlan, B. C. Ireland, Inc., 84-15-69 (Bob Quinlan conceded first prize and the cup to Jack Dalton inasmuch as Quinlan had won it previously); third low net—W. E. Burch, Ruffner, McDowell & Burch, Inc., 86-16-70; fourth low net—William V. Lynch, 82-10-72; fifth low net—Vic Cain, W. J. Morton Co., Los Angeles, 103-30-73; sixth low net: tied between Ed Pattinson, Leon Israel & Bros., Inc., 93-19-74, and James A. De Armond, 83-9-74. (Pattinson won on the toss of a coin).

Blind Bogie prize: Tied between W. J. Morton, W. J. Morton Co., 92-15-17, and Walter Chapman, E. B. Ackerman Co., Los Angeles, 88-11-77 (Morton won on the toss). Guest prizes: First low net—V. L. Arenth, Southern Pacific Railroad, 97-26-71; second and third low net—G. L. McCann, Continental Can Co., 97-22-75, and Bill Eagle, Pope and Talbot Lines, 105-30-75.

Enthusiasm ran high at the annual baseball classic between the greens and the roasters. The players entered the field resplendent in gay uniforms. The roasters wore yellow and brown, a light roast according to Andy Glover, more suggestive of George Thierbach's car, others observed. The greens were in green and white, and both sides had the letters PCCA on the back of their uniforms.

Roasters begin grinding

At the start it looked like the game belonged to the greens but the roasters began to score with five runs in the second by such talent as George Thierbach, Roy Farmer, Carl Corey, Bill Sealy and Neil Hopping. The third inning started with a five run spree by the greens which saw Gene Heathcote, Harv Brockhage, Norm Johnson, Jack Schimelpfenig and Ernie Kahl crossing the plate. In the fifth inning the score was greens, 11, and roasters, 6. From then on pitching by Ray Bradt and Roy Farmer kept the greens scoreless. Then the roasters began to grind out scores, and when the game closed it was roasters, 14, greens, 11.

John A. Stein acted as umpire, with Ralph Premminger as umpire on bases and W. R. Riese as assistant umpire. Joseph G. Hooper kept score and guarded the records.

To wind up the convention, the fine entertainment and banquet planned by John Roddy, chairman of the entertainment committee, was noteworthy. Three charming musicians stimulated the boys to singing old and new songs at the cocktail party. The group of clever and beautiful Latin American dancers and singers seemed particularly appropriate. Harry Maxwell, traditional in upholding the association's talent, sang with his rich, mature voice some of the old favorites. No PCCA convention is complete without a performance by John Roddy with his violin and George Thierbach at the piano, and it was with this note of gaiety and good fellowship that the convention closed.

"Public opinion"

(Continued from page 38)

public back to those practices which by guaranteeing enjoyment increased our sales and profits.

All these jobs are underway, and under favorable auspices their success or failure will be the success or failure of the industry in the years immediately ahead. Based

on the record of the industry in meeting past emergencies, I think we have every reason to believe in their success and believing, we can demonstrate the real strength of the industry once aroused to its own best interest.

In the political field, our situation is not too optimistic. Not as optimistic as some of us would like to believe. In spots, the hearing records in Washington look quite good. We must not forget, however, that the Gillette Committee has the last word and until that word is spoken we are not out of the woods.

I think enough has been said to indicate the absolute urgency with which we must woo and win public opinion favorable to our product. The proper use of friendly public opinion kept us in business during the war. It alone can keep the business good for us now. We, as an industry, must improve rather than degrade our product. We must look for understanding where understanding will do us good and above all we must convince the public that we, along with all progressive industries, wish to offer a lot for a little, rather than a little for a lot.

Before closing, I'd like to make a few purely personal observations on the office of the president of the national association. I want to tell you that once the whole job was laid out, I was impressed with the nature and complexity of the problems which face our national office daily and the importance for profit or loss to all of us involved in every decision. I have been immensely impressed, too, at the number of opportunities for doing good.

We have the mechanical facilities for handling these problems effectively, and I am confident of your continued whole-hearted cooperation in making our work completely effective for all of us.

PCCA sidelights

(Continued from page 12)

it: "Okav, Mac, get in"! . . . Os and Walter Granicher . . . Bill Burch, Ed Bransten, Jr., and George Bardet . . . George Smith, of Haas Baruch . . . Walter Emmerling and Ray Bradt . . . The can companies representatives, Tom Creswick and "J. P." Morgan . . . A real reporter, Mark Hall, of Coffee and Tea Industries (The Spice Mill) San Francisco . . . Banquet and entertainment Wednesday night and still more new faces . . . You always miss someone . . .

Breaking up on Thursday morning and leaving by plane, train and auto . . . And the sun comes out . . . Goodbyes in front of the Lodge, and others we missed before . . . Paul Daniels, Gene Heathcote and Lloyd Thomas of S. F. Pellas, Elwood Wright, of Wellman, Peck, and Stanley Onellion . . . The popular Jimmy De Armond, National Coffee Association president . . . Arthur Woelfl and Clarence Levy . . . A little discussion with Jim Folger in the Lodge lounge. Do you remember, Jim? . . . George "Unc" Riley, of Farmer Brothers . . . Tom Morris, one of the poker wizards, and believe me, if you are not a wizard, stay out. . . .

As this is being written, reports have come in on the Gillette Committee's recommendations—Security Exchange Commission, Department of Justice, etc., etc., and the trade is now wondering, where do we go from here . . .

Coffee prices affect purchases

Higher prices for coffee—or lower—have a decided impact on the volume of purchases in the United States by coffee producing countries.

New York News

■ ■ Allan Ihrig, who for three years was associated with W. Lee Simmonds & Co. as a salesman, resigned last month to go into business for himself at 88 Front Street. He is representing Commissarios e Exportadores Barros S. A., Santos coffee shippers. Before joining the W. Lee Simmonds organization, Mr. Ihrig was connected for 15 years with Ray Denninger & Co.

Mr. Ihrig's many friends in the trade are wishing him the best of luck!

■ ■ Alex H. Barklie, well known on the Street for many years, has retired from the coffee business. He evidently means to make the retirement stick. He has moved his home to Dennis, Massachusetts, on Cape Cod.

■ ■ For some of the coffee fraternity at the Oradell, N. J., outing, the festivities were just a continuation of events of the evening before. Many Front Streeters were at the inspection and buffet on board the Rio de la Plata marking her maiden voyage to New York City. This Argentine State Line ship will be on the coffee run, making the trip from Santos to New York in 14 days, from Rio in 12 days.

■ ■ Prominent coffee figures from Brazil were given a warm welcome last month by industry leaders and the New York trade at a cocktail party in their honor tendered by the Pan-American Coffee Bureau. The visitors included Iris Meinberg, president of the Federation of Rural Associations of the State of Sao Paulo; Salvo P. de Almeida Prado, director of the coffee section; and Felipe R. Siqueira, a director of the organization.

Later, Mr. Meinberg headed a group of Brazilians who went to Washington, D.C., to lodge a protest with Senator Gillette against his report. The Brazilians, who represented producers only, took special issue with the recommendation that the United States government sponsor increased coffee production in non-Western Hemisphere countries and that American consumers use less coffee.

■ ■ Dr. Luperico L. Nunes, of Nunes Medina & Co., Santos coffee shippers, sailed for home last month on the Moore-McCormack liner Brazil, accompanied by his wife and daughter. Dr. Nunes had traveled across the United States during his visit, with stops at New Orleans and San Francisco, as well as New York.

■ ■ Another Brazilian returning to his homeland after a visit here was Roberto Alves de Lima, head of Lima, Nogueira & Cia., who also sailed on Moore-McCormack's Brazil. With him was his wife.

■ ■ New members in the New York City Green Coffee Association include The Emoro Co., Inc., 67 Wall Street, agents for Colombian shippers; the Oliver Commercial Co., 112 Wall Street, importers of Haitian coffee; and R. Markey & Sons, weighers located at 95 Front Street, who became associate members.

■ ■ Chances are you'll be getting a visit one of these days from Bob Cushman, who has been named freight solicitor to the coffee trade for the Southern Cross Line. Bob has been with Southern Cross for a number of years. The announcement was made by the Cosmopolitan Shipping Co., agents here for the line.

■ ■ Members of the New York Green Coffee Association now have under consideration F.O.B. contracts suitable for trading in Brazilian and mild coffees. The board feels the contracts will eliminate some of the situations which arose recently as a result of the use of the ex-dock form of the mild coffee contract for purposes other than that for which it was intended.

■ ■ Mark McMahon's daughter, Helen Regina, was married July 1st at a formal wedding at the Shrine of the Sacred Heart, Washington, D. C., followed by a reception at the Wardman Park Hotel in that city. The groom, Lloyd Joseph Tobin, of Hempstead, L. I., is a graduate of a law school in Washington. The newlyweds will make their home in Hempstead.

■ ■ Fred W. Paget, associated with

Standard Brands, Inc., since its inception in 1929, and until recently head of Chase & Sanborn and Tender Leaf Tea operations, has joined the Carr-Consolidated Biscuit Co. as vice president and director of marketing. Mr. Paget managed the coffee and tea departments at Standard Brands for nine years, having under his direction the merchandising, promotion, advertising, sales distribution and packaging of these products. He will coordinate similar functions nationally for Carr-Consolidated.

■ ■ Thomas J. O'Rourke, assistant manager of the Aldine Paper Co.'s specialty papers division, returned recently from a three-weeks sales trip through the Midwest. Conditions there, he indicated enthusiastically, are humming. He thinks more and more people, without a doubt, are learning to appreciate tea drinking.

■ ■ Latest tea firm to go into 120 Wall Street is Dodwell & Co., Ltd., which held a reception last month to mark the opening of their new offices on the sixth floor of the building.

■ ■ The important role American shipping plays in the economic development of India, Pakistan and Ceylon is depicted in a colorful window display on tea at American Export Lines' headquarters, 39 Broadway. This U. S. flag steamship line has long been an important factor in transporting a share of the 66 million pounds of tea that move annually from the Far East to the United States. Developed in cooperation with the Tea Bureau, tea importers, agents and packers, the display pictures the marketing cycle from the fields to the American consumer.

■ ■ Synesio Caetano, grader and classifier for E. F. Saad & Cia., Santos, is in the United States for a six-weeks visit. In New York his headquarters are at Nash, O'Brien & McMahon. He plans to take in the West Coast and New Orleans, too.

■ ■ J. Adhemar de Almeida Prado, of Almeida Prado S. A., Santos, stopped off in New York recently on his way to Europe. He made his headquarters here at C. E. Bickford & Co., agents for Almeida Prado. He is expected back in Brazil during June.

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San Francisco Samplings

By MARK M. HALL

■ ■ According to one coffee man, and this seemed to be the general sentiment as of this writing, roasters have held off buying for several months, there is uncertainty as to whether to buy, high prices mean many difficulties, and they now find themselves in a squeeze. As they again enter the market the price of coffee is working up. Already it is about half way back from the low point of recent date. Importers who were saying a month or two ago that they had never seen things so dead are now reporting improvement, and one said they were very busy.

As to tea, importers say it is still dull, packers report it is good. Heavy tea buying earlier in the year by the packers is the answer. One packer believes that while there is a weakness now in the price of some teas, he expects the market to rise when they enter the quality period. The over-all opinion is optimistic, however, because of future increases in production by India and the notable rise in tea consumption in this country.

■ ■ The San Francisco Coffee Club will hold its next meeting during the latter part of September at the Claremont Country Club, in Oakland. William Seely, of J. A. Folger & Co., is the chairman of the entertainment committee. Other members are T. Carroll Wilson of

Hills Bros. Coffee, Inc.; Al Seargent, Jr., of the S. F. Pellas Co.; Tom Williams, of the Otis McAllister Cos.; Walter Granicher, of Leon Israel & Bros., Inc.; Clarence Levy, of J. Aron & Co., Inc.; and Weldon H. Emigh, of Weldon H. Emigh Co., Inc. The theme of the evening's entertainment, after golf, is to be "old timers' night," with Walter Granicher and Clarence Levy planning the program because of certain qualifications, including years in the business.

■ ■ Mr. and Mrs. Laerte Rosato, of Brazil, spent a few days in San Francisco on business and pleasure. He is a member of the coffee export firm of Rosato Ratto & Cia, Ltda, Santos which W. R. Grace & Co. is to represent on the Pacific Coast and in Western Canada, handling their Santos and Parana coffees. Mr. Rosato was piloted about town by C. G. Eppinger, who took the opportunity to re-acquaint him with many coffee men he had met as visitors to Brazil. Later Mr. Rosato, accompanied by William V. Lynch, went to Los Angeles where they covered the trade and, of course, had a look at the town and at Hollywood.

■ ■ Carlos Matta, with W. R. Grace & Co., Guatemala, is spending some time at the San Francisco office of the company to learn how coffee is handled from the receiving end. He is active in their

office in that coffee country, but being young he wants to broaden his experience.

■ ■ John Castleman, of Nabob Foods, Ltd., Vancouver, B. C., spent a week in San Francisco, much of the time in calling on the trade.

■ ■ Carl Borchsenius, of the Carl Borchsenius Co., Inc., of New York's Front Street, was a recent visitor.

■ ■ William D. Roussel, agents for Hard & Rand, Inc., New Orleans, is going to San Francisco in July. He will be the guest of Harry D. Maxwell at the annual gathering of the Bohemian Club.

■ ■ George Thierbach gives a creative touch to his environment in more ways than one. For example, over his desk is an antique Jabez Burns copper kettle, the type coffee men have used for many decades. But the bottom has been removed and inside is a circular fluorescent light tube. This is mounted on an old coffee grinder and can be swung into position when used. It makes a perfect desk light, but just in case he wants to dispose of his cigarette ashes, there is a smaller grinder to receive them. He turns the handle and the ashes disappear.

■ ■ Walter Hellyer of Hellyer & Co., Chicago and Japan, visited San Francisco during July on his way from Japan. The G. S. Haly Co. is their local representatives.

■ ■ Harold King, of J. Aron & Co., Inc., announces that his family has increased the potential for coffee consumption with the birth of a daughter, Dian, Harold's third child. His wife, Mildred, is doing

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well. The timing of the latest arrival was not so good. It kept him from attending the PCCA convention.

■ ■ And while we are on the subject of increasing the coffee potential, Olin Howell, of Ziel & Co., Inc., announces that he is a grandfather for the first time. It's a baby girl, born to his eldest daughter, Kendra. His youngest daughter, Joyce, recently announced her engagement to Kenneth Wells, of San Francisco.

■ ■ The annual picnic of the Western States Tea Association will be held this year on August 6th in the beautiful San Mateo Memorial Park, among the giant California redwoods of the Santa Cruz mountains. This is the third year this delightful spot has been chosen. Bob Manning, of Mannings, Inc., is chairman of the entertainment committee. Others on the committee are R. S. Reid, of the American President Lines; Werner Le-wald, of the Trans-Pacific Transportation Co.; Tom Moss and Miller Riddle, of Thomas J. Lipton, Inc.; Charles Montague, of M. J. B.; and Charlie Martin, of Henry P. Thomson, Inc. The chef of the Vela Vista Restaurant on the Skyline Boulevard will serve the lunch. If it is anything like last year's it will be very good, indeed, and Bob is probably making sure it will be. A large attendance is in prospect—including probably, the grandchildren of some of the tea men.

■ ■ One of the most impressive luncheons given by WSTA took place June 15th at the Palace Hotel. Guest of honor and principal speaker was M. R. Ahuja, newly appointed consul general of India in San Francisco. Ed Spillane, of the G. S. Haly Co., president of the association, said Mr. Ahuja was doing an outstanding job in behalf of his country. Outlining the part that tea plays in the economy of his country, Mr. Ahuja said that while jute was the principal export before partition, tea is now in first place. Tea is also the great key to the dollars for which his country must struggle if it wishes to feed its poor even two meals a day. An increase in the consumption of tea in this country is vital, for it is with dollars that India can obtain the machinery and materials for its development. India is short of wheat and rice and the land to grow these necessities. The population is increasing at the rate of 5,000,000 a year. Higher production and new land development is the government's aim. About 1,250,000 people are directly employed in the production of tea in India.

A visitor at the luncheon was F. C. Phillip, expeditor for the Marshall Plan and formerly superintendent and expeditor for Henry Kaiser.

■ ■ Jorge Ramirez sent out invitations in behalf of Compania Salvadorena de Cafe, S. A., to members of the Pacific Coast Coffee Association and many others of importance in San Francisco to attend a Salvadorean Coffee Party given at their exhibition rooms of the World Trade Fair held last May. Mr. Ramirez is the popular counsult general of El Salvador stationed in San Francisco. He had as his guests such notables as the mayor of San Francisco, Elmer Robinson. Most of the members of the consular service from other Latin American countries were present

and a short speech of welcome was given by J. J. Beardsley, of the Otis McAllister Co.'s, new president of the P.C.C.A. As the invitation stated "Our mellow coffee, which enriches your blends," was served, and many of the gracious wives and ladies of the consular service lent a highly festive note to the occasion.

■ ■ S. L. Jones & Co., coffee and spice importing firm founded in 1849 by Simon L. Jones, is one of five San Francisco coffee concerns which has celebrated a 100th anniversary. The others are J. A. Folger & Co., Jones-Thierbach Co., Wellman, Peck & Co. and Ziel & Co., Inc. Pope & Talbot, through its Pacific Argentine Brazil Line, can be included as a coffee carrier.

The original S. L. Jones firm in San Francisco conducted auctions, operated sailing ships to the Orient and brought to the forty-niners tea, spices and products from China. Simon L. Jones was succeeded by his son, Everett Jones, and associated with him was Percy C. Denroche, his son-in-law. It was under their management that the firm began bringing in Robusta coffee from the Dutch East Indies. Upon the death of Mr. Denroche, W. A. Dow became president. Mr. Dow is still active in the business.

About 15 years ago, M. Richter became manager of the coffee department, with Jack Schimelpfenig, his assistant, joining the firm more recently.

■ ■ Adrien J. Falk, president of S. & W. Fine Foods, Inc., and one of San Francisco's leading citizens, has been elected president of the California State Chamber of Commerce. In 1914 he

served as president of the San Francisco Chamber of Commerce. He has also been president of the Community Chest, the Board of Education, and many other civic organizations.

■ ■ The total coffee discharge for the Port of San Francisco in May was 6,104 tons. This compared with 13,625 tons in May, 1949. The figures for April of this year are 7,227 tons, March, 16,413 tons. There were 25,747 tons imported in April, 1949.

Denver

By F. TUPPER SMITH

■ ■ Ralph M. Blitz, president of the Early Coffee Co., Denver, passed away after a heart attack. He is survived by two daughters and a son.

Rose M. Woulfe, treasurer and partner, will continue to conduct the business.

Mr. Blitz had a wonderful character and personality and was held in high esteem by the coffee trade. He will be missed by his host of friends.

Minneapolis

By HARRY P. RILEY

■ ■ Coffee men from this area who attended the National Restaurant Association convention in Chicago included: Don Ecklund and Bob McGarvey, Jr., of the McGarvey Coffee Co.; John Patton, of the Twin City Tea and Coffee Co.; Don Robinson, of the Nash Coffee Co.; Eugene Dunklee, of the Atwood Coffee Co.; and John Eibert, of the Eibert Coffee Co.



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New Orleans Notes

By W. McKENNON

■ ■ A. Legendre and Co. has announced that effective August 1st, J. Morris Legendre will join their organization, at which time the firm name will become Legendre Brothers, Inc. The firm will continue at the present address and the balance of the personnel will remain unchanged.

■ ■ Charles Williams, of the Gulf City Coffee Co., Pensacola, Florida, was in New Orleans recently on business and visited friends in the coffee trade.

■ ■ Robert J. Welcker, of the Otis McAllister Co., spent two weeks last month traveling the southern territory on business for the firm.

■ ■ Visiting in New Orleans recently was Overton Dickinson of the Fleetwood Coffee Co., Chattanooga, Tennessee. Mr. Overton was enroute to Brazil.

■ ■ George L. Neff, of George L. Neff and Co., Pittsburgh, Pennsylvania, accompanied by Mrs. Neff visited New Orleans recently. While here they attended the convention of the Variety Club.

■ ■ George Kasper, of the National Tea Co., Chicago, is a business visitor in New Orleans.

■ ■ A Santos visitor here was Nunes, Medina and Co.'s Dr. Nunes, who made his headquarters at the offices of Adolph C. Ricks and Co. Mrs. Nunes and their daughter accompanied Dr. Nunes.

■ ■ W. C. English, of Ruffner, McDowell and Burch, Inc., New Orleans, is back from a three week business trip to Brazil.

■ ■ Synesto Cactano and Pedro Saad, of E. F. Saad and Cia, Sao Paulo and Santos, were business visitors in New Orleans in June, making their headquarters at the firm of Nash, O'Brien and McMahon. Mr. Saad had been in New York for several months on business for his firm, and he returned to Brazil via New York.

■ ■ E. J. Anderson, of Ruffner, McDowell and Burch, Inc., New Orleans, is spending his vacation with his Marine Corps Unit.

■ ■ The consensus of the trade here is that local business was much better the early part of June, with considerably more activity in that period.

■ ■ Miguel Soto, of Guatemala City, prominent coffee grower, made his headquarters at the offices of J. A. Folger and Co., while visiting New Orleans recently. Mr. Soto will take in Kansas City, Denver, Los Angeles, San Francisco and New York before returning to Guatemala.

■ ■ Albert J. Breaux, formerly head of the Steinwender and Stoffregen & Co., Inc., offices here, has opened a New Orleans office for H. L. C. Bendiks, Inc., New York coffee and tea importers. His former staff will remain with him, and at the same address: 223 Magazine Street.

■ ■ Mr. and Mrs. Felix Vaccaro traveled to Chicago and New York where Mr. Vaccaro conducted business for his firm. While in the East the Vaccaros attended the New York outing at the Shawnee Inn, Shawnee-on-the-Delaware.

St. Louis

By LEE H. NOLTE

■ ■ Mr. and Mrs. F. E. Stillman recently celebrated their golden wedding anniversary. The celebration took place at the Richmond Heights Presbyterian Church, of which they have been members for more than 35 years. During the entire period both have been very active in the work of the church.

Mr. Stillman is executive vice president of the Jas. H. Forbes Tea & Coffee Co., St. Louis.

The pastor of the church, Rev. Roland K. Mosen, officiated. At the altar, also, were the Stillmans' daughter, Mrs. Chester Waterous, of East Pepperell, Massachusetts; their sons and their wives, Mr. and Mrs. F. D. Stillman, of Houston, Texas, and Mr. and Mrs. Vernon Stillman of Quincy, Illinois. Capt. Robert Stillman and his family were unable to attend because of military duties. Mr. Waterous because of illness.

The service was a most impressive one. The altar was beautifully decorated with yellow flowers and ferns. There were about 350 guests who were entertained in the spacious dining room of the church. In the receiving line were Mr. and Mrs. Stillman and the children.

■ ■ At the golf party of the St. Louis Coffee Club, held at the Glen Echo Country Club, Jim Forbes and Gus Schmidt, both of the James H. Forbes

Tea & Coffee Company, came in with the same net score. They flipped a coin and Gus Schmidt was first, Jim Forbes second. Walter Landman, of the General Grocer Co., came in with the low gross score.

There were 24 playing golf and 35 for dinner, with prizes for everyone, and all reported they had a very fine time.

The next tournament will be at Norwood Country Club on July 18th. Everyone in the trade and in allied trades is cordially invited, and we are looking forward to a big turnout.

On this occasion Gus Schmidt is to be honored on his 50th anniversary in the coffee trade. Let's give Gus a good party and a big reception.

Seattle

■ ■ John Roddy, of E. A. Johnson & Co., passed through Seattle on his way to Vancouver, B. C.

■ ■ Leonard Rasmussen, of the McChintock-Stern Co., Inc., of San Francisco, was also a Seattle visitor.

■ ■ Local coffee men who attended the annual Pacific Coast Coffee Association convention at Del Monte Lodge, California, were Royal A. Frew, of the Wason Brothers Co.; Lou Raymer of the L. L. Raymer Co. and Charles Behre, Leo Baruh, of Wadhams & Co., Portland, and John Castleman and Trevor Arkell, of Nabob Foods, Ltd., Vancouver, B. C., also attended.

■ ■ Wason Bros. Co. and Commercial Importing Co., Inc., Seattle, were awarded the recent Washington State coffee bid.

■ ■ Dave Davies, of the Davies Coffee Co., is hobbling around with a cast on his foot, having broken it in a fall at home. Dave is coming along fast and will be his usual, lively self very shortly.

■ ■ Mr. & Mrs. Alan Roman (Alan is vice-president of the Wason Bros. Co.), are proud parents of a lovely baby daughter. The newcomer joins her sister, Michele.

■ ■ Harry Forsberg and Payl Ruffner of the Otis McAllister Co., San Francisco, called on the Washington coffee trade with their local broker, Lou Raymer.

■ ■ The World Trade Club in Seattle has reelected Roy Carlson as president for 1950-51. Mr. Carlson is advertising and export manager of Crescent Manufacturing Co.

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Chicago

By JOE ESLER

■ ■ Jon Zitz, sales manager of the Hill Shaw Co., has been admitted to membership in the Chicago Coffee Club.

■ ■ Chris Zees, well known coffee distributor and equipment manufacturer, has been elected president of the restaurant hotel division of the Chicago Coffee Association.

■ ■ Theodore Fields announces the formation of the Koffy Pak Corp. Leon H. Abrahams, Paul Harris and Bernard Bockel are associated with the company.

■ ■ Hazel-Atlas Glass Co. have a new item for the trade. It is a glass dish of many uses. Ear corn becomes a pleasure with this unique dish, Butter Kwik.

■ ■ Glenn Jordan has been named advertising manager for Eureka Tea Co.

■ ■ Robert Swanson, of Swanson Bros., is expected back next month from his South American trip.

■ ■ Lever Bros. have moved their Chicago offices from the Merchandise Mart to the Board of Trade Building. T. B. Steidman is central division sales manager, and Norman Witt is Chicago division sales manager.

■ ■ Mrs. R. M. Keifer, secretary of the National Association of Retail Grocers, proposes an International Food Show to be held in Chicago next May.

■ ■ E. L. Ireland of Portland, Or., was elected president of the National Restaurant Association; Martin J. Harding of Chicago, vice president; L. C. Langford, treasurer, and Frank Whiffler re-elected executive vice president and director.

Southern California

By ANDREW S. MOSELEY

■ ■ H. A. Fraenkel, of L. Neugass & Co., Inc., New York City, spent a week in Los Angeles contacting roasters after a week in San Francisco visiting the trade. Mr. Fraenkel was host at the Ambassador Coconut Grove to a few members of the coffee trade.

■ ■ John and Charlie Mack, of E. B. Ackerman and Co., ably assisted by Walter Chapman, gave an enjoyable party to members of the Southern California coffee group. In celebration of their new office opening and also John's coming European trip. The party was immensely successful, all enjoying an excellent buffet luncheon and entertainment by three Guatemalan beauties.

■ ■ Local coffee men were interested in the Western States Chain Grocers' Convention held at Sun Valley, Idaho. Reese Verner, of the A. J. Bayless Markets, Phoenix, was elected president, and Will Von der Ahe, of Von's Markets, vice president. Directors from Southern Cali-

fornia for the coming term included Phil Gerrard, of Alpha Beta Markets; Al Goldstein, of Boy's Markets; George A. Carter, of Shopping Bag Markets; and Duncan Shaw of Market Basket Stores.

■ ■ Eugene L. Weaver, for many years an officer and director of Ben Hur Products, who retired in 1947, was recently elected to the board of directors, it was announced by Walter Emmerling, president. Mr. Weaver replaces Benjamin Survel, who resigned from the board because of new business interests and activities.

■ ■ Sno-Crop Frozen Coffee has arrived in Los Angeles. Distributed by the Simon Levi Co., this frozen coffee is said to be entirely different than anything introduced to date. Sno-Crop will be on KNHB Television each Monday night between 8:00 and 8:30 p.m.

■ ■ Ben Johnson, of the Otis McAllister Co., San Francisco, spent a few days in the South with his lovely wife, Virginia, visiting friends and relatives, and proudly presenting their new son, also named Ben.

■ ■ The Pacific Coast Coffee Association convention at Pebble Beach saw many members from Southern California attending. While some motored, others went by plane.

■ ■ Reflecting the last general vacuum coffee decline in early May, shelf prices at the present time on vacuum are about 75 cents with bag coffee selling at 65 to 67 cents. It becomes apparent that a roasters' advance may be in order following the upward trend in green coffee the last several weeks.

Vancouver

By R. J. FRITH

■ ■ The Liquid Carbonic Canadian Corp., which supplies much of the trade with flavoring extracts for foods, soft drinks, etc., will move into their new plant in Vancouver before the summer is over. When completed and equipped, it will represent an investment of well over a million dollars.

■ ■ J. G. Siewert, of Siewert & Dhoolakia, Calcutta, was calling on the Vancouver tea trade recently. Siewert

& Dhoolakia are represented in Vancouver by Arthur Irish & Co., Ltd.

■ ■ W. G. Jeffery, manager of the British Columbia branch of the Tea Bureau, held open house recently. The Tea Bureau showed the latest flavor-controlling iced tea equipment, along with a demonstration of simple brewing and serving methods. At the same time, Mr. Jeffery's staff was distributing point-of-sale material to tea retailers in Vancouver. Nearly every tea wholesale and tea packer in Vancouver and in nearby British Columbia cities accepted Mr. Jeffery's invitation.

■ ■ At the Del Monte convention nearly all the North Pacific Coast coffee executives were present. Z. K. Estey, of the Dickson Tea & Coffee Co., Ltd., was one of the Vancouver delegates. He has since returned to his offices in Vancouver and recalls with pleasure the friendliness and the happy atmosphere of this year's convention.

■ ■ R. J. Whitworth, with the Calcutta offices of Harrisons Crossfield, Ltd., was visiting the tea trade in Vancouver recently. He made his headquarters at the Vancouver offices of the firm of which Mr. Cook is manager. Mr. Whitworth had little to say for publication except that the Indian and the Ceylonese tea plantation companies expected considerably increased demand to arise from the big tea advertising campaigns in United States.

■ ■ Isidore Reisfeld, of J. Aron & Co., Inc., New Orleans, spent a few days in Denver in the interests of his firm.

Here, there

Why Coffee Crops Are Small: There are 12 well-defined factors which tend to decrease coffee crops, according to the British Chamber of Commerce of Sao Paulo and Southern Brazil. The factors are:

1. Insufficient rainfall.
2. Unsuitable distribution of rain, although, generally speaking, it is better to have too much than too little.
3. Cold winds at the blossoming season.
4. Low humidity and absence of morning mists and dew in the dry season.
5. Frost and hail.
6. Interplanting with cereals and cotton.
7. Insufficient or no manuring.
8. Soil erosion.
9. Neglect to prune and remove suckers.
10. Neglect to replant gaps.
11. Increasing age of trees.
12. A big crop being always followed by a smaller crop.

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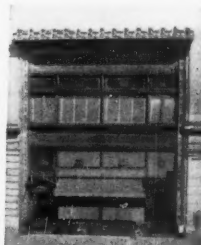
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